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Handicapped Independence

Dale Landon

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HANDICAPPED INDEPENDENCE

BY

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ROCHESTER INSTITUTE OF TECHNOLOGY
COLLEGE OF FINE AND APPLIED ARTS

JUNE, 1974

MR. R. ROGER REMINGTON, ADVISOR

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ACKNOWLEDGEMENTS

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THE AUDIO-VISUAL CLASS OF
THE COLLEGE OF CONTINUING EDUCATION

THESIS INTRODUCTION

My objective in this thesis has been to develop and coordinate a graphic design program that would introduce Handicapped Independence H.E.R.E., Incorporated (Housing, Education, Recreation and Employment) to the general public of the Greater Rochester Area.

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The thesis coordinated all activities for Handicapped Independence Week. Initially, I met with the Executive Board of Directors and the Handicapped Independence Week Committee to participate in outlining all aspects of the presentation.

The focus of my thesis work was the designing and production of all promotional materials and an exhibit for Handicapped Independence Week.

The graphic images were created in an atmosphere of practical problem-solving, considering the needs of the client.

The work encompassed many problems including time schedules, limited funds, committees, and a wide range of technical media applications such as silk screen printing, off-set lithography printing, letterpress printing, typesetting, typographic specifications and written and oral presentations.

In developing the communication package for Handicapped Independence H.E.R.E., Incorporated I was restricted, as the Graphic Designer, to the creating of strong visual solution of problems in a studio situation.

In the role of Assistant Art Director, I had the opportunity to work with others in a planning committee. This committee included the client (Handicapped Independence H.E.R.E., Incorporated), the acting Art Director, Mr. Jack Slutzky and the Design Corporate Identity Consultant, Mr. R. Roger Remington.

As the Graphic Designer, I created designs which expressed the goals and image of Handicapped Independence thus giving the client a visual vehicle with which to communicate.

By acting as Assistant Art Director, I had the responsibility for executing all promotional material for distribution and reproduction. I was required to accept or reject material which did not meet with the standards of the committee, with final approval by the client. I coordinated the direction of visual imagery, promotional material and the exhibit.

The significance of this thesis is its pertinent relationship to our contemporary society. Designers must respond to their society with a desire to communicate the need for a social change. This desire-need will be greater in the years ahead. I have felt a social responsibility and a desire to understand and communicate an awareness of understanding of problems and their solutions.

CONCEPT

In establishing an Identity Mark for Handicapped Independence H.E.R.E., Incorporated, I strived for a distinct and creative image.

When I began, my objective was to create a universal symbol or mark that would represent the accessibility of the handicapped and establish identity for the organization. To accomplish this I re-designed the original symbol and established a new Graphic Identity Mark.

The Handicapped Independence H.E.R.E., Incorporated organization imposed its own guidelines for the design of the new Graphic Identity Mark. They felt the mark should communicate the feelings of independence; of being self-supporting and that physically limited did not mean totally disabled.

After consulting with the Executive Board of Directors and after researching books and brochures and the history of the organization, the criteria for the design of the new Graphic Mark was established.

The Mark was to be distinctive, visually crisp (but uncomplicated), and was to connote the strong, creative, positive and innovative attitudes of the organization.

IMAGERY

I incorporated, for use as my basic design, the first letters of the names - Handicapped and Independence - H I.

I began by submitting fifty pages of sketches. From the fifty pages five of the most outstanding were chosen for further work. I continued to eliminate designs until one remained as the new Graphic Identity Mark.

The new Mark is an independent mark, easily recognizable with visual simplicity, boldness and strength. It reinforces the strong, positive ideas and goals of the Handicapped Independence Organization.
(See Appendix 1-7).

After examining the varied type styles available, I chose, because of its contemporary simplicity and boldness, Sans Serif.

The unique bold type of FOLIO led me to choose it as I felt it provided the most graphic potential for solving the problem.
(See Appendix 8-10).

FORMAT FOR
HANDICAPPED INDEPENDENCE
H.E.R.E., INCORPORATED
COMMUNICATION PACKAGE

The graphic design program for Handicapped Independence H.E.R.E., Incorporated, was developed in the following manner:

- Phase One - Promotional Material
- Phase Two - Display for H.I.H. Week
- Phase Three - Graphic Identity Manual

The first phase produced promotional material used to introduce Handicapped Independence to the community of Greater Rochester. This material consisted of posters, brochures, pamphlets, a booklet and the graphic identity mark.

The second phase consisted of a display which was shown at Midtown Plaza, April 22 - 26. This material included visual as well as written material showing the handicapped people of the Greater Rochester Area, and their problems.

The Graphic Identity Manual completed the third phase which served as an application guide for use of the Graphic Identity Mark.

PHASE ONE
PROMOTIONAL MATERIAL

NEWS RELEASE (Cont'd.)

As with all other pieces of promotional material, the News Release Form was consistent with the concept and format stated in the Graphic Identity Manual. (See Appendix 11-20).

BOOKLET

The current booklet, CHALLENGE, was altered into a more versatile piece of promotional material. The booklet was revitalized and updated incorporating the events of 1973 and 1974. The cover of CHALLENGE was re-designed to meet the requirements of the new image of Handicapped Independence H.E.R.E., Incorporated. Its format was 8-1/2" x 11" on white bond paper with black ink and coincided with the time table schedule. (See Appendix 21-22).

BROCHURES

All brochures were designed and printed according to the time table schedule.

HANDICAPPED INDEPENDENCE DISPLAY BROCHURE.

Was designed to give specific information relating to the purpose and function of the display.

H.I.H. GENERAL ACHIEVEMENTS BROCHURE.

Was designed to relate what the organization has done during the last part of 1973 and the beginning of 1974.

PHYSICALLY LIMITED BROCHURE.

A reprint from the Christopher News Notes, "Ability Is What Counts" by the Handicapped Who Need Just One Break, Inc. This brochure was reprinted after the scheduled Handicapped Independence H.E.R.E., Incorporated Week with information pertaining to the physically limited of Monroe County.

H.E.R.E., INCORPORATED BROCHURE.

Contained the 1973 Manifesto, written by Donna Levy; past events and future goals of the organization. (See Appendix 23-27).

ADVERTISEMENTS

The main objective of advertisements for Handicapped Independence Week, was to maintain a consistency of color and simplicity while emphasizing the event itself.

The pieces of advertisements had to have the Identity Mark as well as the Organization Mark. (See Appendix 28).

JAZZ PARALLEL

The first poster created for the Handicapped Independence Week was the Jazz Parallel Poster. In keeping with the over-all publicity campaign for Handicapped Independence I chose to name the concert JAZZ PARALLEL. The name, I felt, carried out the theme of cooperation, consistently. It was to symbolize the fact of our lives reflecting upon each other and I felt that a music concert would be the best example of this reflection, as well as a common interest of all people.

The original poster was silk screened, on black paper with yellow ink. Format for poster was 18" x 24". (See Appendix 29).

JAZZ PARALLEL
PROGRAM COVER

In creating the cover of the concert program, I strived for an effect that would continue the feeling of the poster within the atmosphere of the concert. The back cover contained the Graphic

Identity Mark in a very dramatic position. The inside, do to cost, was printed as part of the cover. (See Appendix 30).

JOHN MAHER POSTER

The poster design for John Maher, founder of the Delancey Street Foundation of San Francisco, came about as an effort of the people who viewed John Maher on the television program 60 Minutes and who were very excited about his ability to communicate the problems of our society. As a result, a letter was sent to him asking if he would come and speak on behalf of the organization.

The posters were printed in an effort to raise public support on the college campuses of the University of Rochester and the Rochester Institute of Technology. The posters illustrated John Maher's family, of the Delancey Street Foundation. The poster's format was 8" x 12" on black paper with yellow silk screen ink. An unusual effect took place as a result. Because of the background being darker than the image, the image itself appeared to be reversed. (See Appendix 31).

BANQUET PROGRAM COVER

As part of the annual events of Handicapped Independence Week, a banquet was held as part of the publicity campaign. Public officials and prominent members of the community were invited.

The design used for the cover was the Graphic Identity Mark, in an overlapping effect. The symbolization was used to show the Identity Mark as growing stronger.

The Mark was printed on 8-1/2" x 11" yellow paper in black ink. The outside cover was left blank, as it had not yet been determined at deadline, what, if any, printing they wanted on the cover. The cover was left blank and the Graphic Identity Mark was placed on the inside of the front cover.

**PHASE TWO
EXHIBIT**

EXHIBIT STRUCTURE

The physical structure itself was designed with consideration for the physically disabled or limited person.

Five hollow core doors were employed as panels. Each panel was a standard size, 6' in height and 34" in width. The main objective in using these doors was that more panels could be added without any major physical or structural change to the rest of the exhibit. Hollow core doors are light weight and durable.

The eye levels of the physically limited, permanently disabled and the able bodied person was used as criteria for the logical placement of material. The placement of the subject material was lowered in order to compensate for the difference in the eye levels of the able bodied and physically limited persons.

Each panel of the exhibit was captioned and was accompanied with descriptive text and illustrative photographs.

INTRODUCTORY PANEL

The goal of Handicapped Independence H.E.R.E., Incorporated, is INDEPENDENCE FOR ALL PHYSICALLY DISABLED PEOPLE. For too long, disable people have been dependent upon their families and society.

We seek only the opportunity to be independent; to have the opportunity to interact equally with our fellow citizens. Some may think that we are asking for special favors, but we are not. We merely ask that a little extra concern be taken in our society by architects, educators and employers, so that we can function independently without having to ask for special favors!

ORDER OF EXHIBIT MATERIAL

HOUSING

The last State Building Code revision was made in 1972. It stated that 2 percent of all new apartments had to be accessible. However, this code is used only by towns that have no code of their own and by those who wish to follow it. It is not a mandatory regulation. As a result of an inadequate number of accessible apartments, most disabled people must live in institutions or at home.

CAPTION

"Which One Would You Choose?"

PHOTOGRAPH

Monroe County Home

and

An Accessible Home

EDUCATION

Until recently, many schools were closed to the handicapped. Attitudes are slowly changing, administrators are being persuaded to integrate their schools. Now, more than ever before, disabled students can attend their own elementary and secondary schools. Some administrators are willing to accommodate disabled students, while others will not allow these students into their districts.

CAPTION

"Changing Human Deficiencies Into Human Resources"

PHOTOGRAPH

People At Jefferson High School

RECREATION

Architectural barriers, public indifference, and prejudice have prevented disabled persons from taking advantage of public recreation facilities in Monroe County. The City Recreation Bureau has done little or nothing to provide recreational facilities for the physically limited. Those facilities now in use are totally inaccessible to those disabled citizens who wish to use them.

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CAPTION

"What Can Be Done - What Needs To Be Done"

PHOTOGRAPHS

Wheelchair Athletic Team

Examples of Inaccessibility

Movie Theaters
 Restaurants
 Public Swimming Pools
 Public Beaches
 Shops and Stores

EMPLOYMENT

Employment opportunities for the disabled is a very distressing area.

The permanently disabled, when seeking employment, are confronted not only by architectural barriers, but also by the negative attitudes of management.

These attitudes lead us to believe that a need for related services to provide more diversification and equality in job opportunities for the chronically disabled are needed.

As a result, more than 75 percent of all permanently disabled persons sit at home and collect Social Security.

Public assistance, Federal and State Funds - in other words, they just exist!

CAPTION

"Turning Disables Into Ables!"

PHOTOGRAPH

Handicapped People At Work

ARCHITECTURAL BARRIERS

Whether you are a young, middle-aged or elderly physically limited person you are affected each day of your life with architectural barriers.

Steps

Heavy or Narrow Doors

Telephones •

Water Fountains

Elevator Buttons

Etc.

These and other barriers are found in all buildings, in one form or another.

CAPTION

"Buildings - Accessible To All"

PHOTOGRAPHS

Library and Lincoln Tower Buildings

Examples:

Revolving Doors

Water Fountains

Elevator Buttons

Telephones

Steps

Rest Room Doors

REHABILITATION SERVICES

Rehabilitation Services are for those who have been disabled either by war, disease, accident or birth defect. Today in our country, one out of seven persons is physically disabled. The number of disabled increases and predictions indicate that the number will double within the next decade.

It is our aim to spur government and its agencies to intensify their efforts in providing adequate services for these people. Rehabilitation does not stop at the clinic or hospital. It carries into business positions for those who have been rehabilitated.

The goal until now has been, "Rehabilitate them". We insist that the new goal be, "Rehabilitate them AND employ them".

CAPTION

"maximizing Human Potential"

PHOTOGRAPHS

Person In Wheelchair Selling Pencils
 Person Physically Limited Learning Arts and Crafts
 Man Working With A Plane
 Man Working With Machinery

TRANSPORTATION

Mass transportation is a major problem for the physically handicapped. These people simply can not get on and off of standard buses. There are three existing alternatives: private transportation, taxi and wheelchairoobiles.

The first is very difficult for a person who is unable to drive, the last two are extremely costly. The only solution to this problem is a Dial-A-Ride system on a community basis. If we do not work to make this a reality, we are allowing the physically disabled to become shut-ins and we are actively shutting them out of the community.

CAPTION

"Beating The Barriers"

PHOTOGRAPH

Dial-A-Bus
Customized, Personalized Van

Current Inaccessible Transportation

PHYSICAL LIMITATIONS

To be physically limited you could be young, middle-aged, elderly, deaf, blind, or in a wheelchair.

If YOU break a leg or arm in a car accident, push a baby stroller, carry bulky packages or groceries, YOU ARE NOT TOTALLY DISABLED, YOU ARE PHYSICALLY LIMITED.

The United States Public Health Service reports that EVERY PERSON at one time in their life, is disabled. Today, 10 percent of the population is permanently disabled. In Monroe County alone, one out of seven people is permanently disabled.

CAPTION

"Picture Yourself"

PHOTOGRAPH

People Who Have Temporary Disabilities

PHASE THREE
IDENTITY MANUAL

PHASE THREE

GRAPHIC IDENTITY MANUAL

The Handicapped Independence H.E.R.E., Incorporated Board of Directors have committed themselves to a long range design program. This program will continue to touch upon every aspect of the Corporate Organization's Identity.

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The Board of Directors realize the importance of standardizing policies and maintaining consistency in presenting their image to the public. As a result, the various elements will contribute to a single statement of what the organization is and how the public will react to this statement.

In order to achieve this consistency, the Graphic Identity Manual was created to establish standards which were initiated with the identity of the organization.

The manual includes standards and regulations pertaining to the application of the Graphic Identity Mark and Identity typography, the placement of the Identity Mark on all stationery, enveloped, brochures, news releases and exhibit pieces.

The Graphic Identity Manual will continue to be a reference for the Board of Directors in maintaining the consistency and the initial identity of the organization in future years.

CONCLUSION

Handicapped Independence H.E.R.E., Incorporated, is a local community organization which has been in existence for several years. Throughout its existence, the lack of a sense of identity or recognition was one of the major problems.

The first major obstacle of this project was receiving the full support and commitment from the Board of Directors.

In analyzing the organizational needs of Handicapped Independence H.E.R.E., Incorporated, it was my intent to create an identity employing graphic design to serve as a supportive vehicle in communicating to the public. Thereby presenting a strong, positive image of the organization itself.

The communication package, with its variety of elements and solutions was the climax of my graduate study at the Rochester Institute of Technology. A corporate identity project was the best solution for Handicapped Independence H.E.R.E., Incorporated. This project has encompassed a considerable amount of time and effort with great success.

As an educational experience, I have enjoyed the unique opportunity to work with such a contemporary organization, striving in today's society for recognition of the problems and its goals.

Graphic Design in today's society offers a complete and long range solution to people's and organization's communication problems. Properly controlled and manipulated it serves as a creative, supportive tool in contributing to communication between people.

EXPENDITURES

H.I.H. WEEK PRESS KITS	\$	20.00
PAPER FOR PRINTER		58.61
MIKE KISANKA, PRINTER		28.61
PRINTING OF STATIONERY		25.00
POSTER SUPPLIES (JOHN MAHER)		25.00
MIKE KISANKA, PRINTER (BANQUET & NEWSLETTER)		75.00
H.I.H. EXHIBIT DOORS		200.00
H.I.H. EXHIBIT TEXT, COPY AND PHOTOGRAPHS		100.00
PRINTING OF JAZZ PARALLEL POSTER		32.21
VISUAL ARTS SUPPLY COMPANY		100.00
JOHN MAHER POSTER PRINTING		45.00
H.I.H. WEEK PRINTED MATERIAL		49.75
FILM OF JOHN MAHER		6.00
	\$	<u>790.42</u>
BUDGET	\$1,000.00	\$ 209.58+

EQUALITY NEWSLETTER	\$	64.50
STATIONERY, ENVELOPES		23.00
COOPERATE (COVER ONLY)		94.00
PHYSICALLY LIMITED		
H.E.R.E. MANIFESTO BROCHURE		65.00
	\$	<u>246.50</u>
BUDGET	\$ 500.00	254.00+

GRATIS PRINTING

BANQUET PROGRAM COVER	(500)
JAZZ PARALLEL PROGRAMS	(1300)
H.I.H. EXHIBIT PAMPHLETS	(1200)
JAZZ PARALLEL NEWS RELEASES	(75)

APPENDIX

APPENDIX A

1. ORIGINAL HANDICAPPED INDEPENDENCE SYMBOL
2. BEGINNING SKETCHES FOR GRAPHIC IDENTITY MARK
3. DEVELOPED SKETCHES FOR GRAPHIC IDENTITY MARK
4. VARIATIONS - FIVE SKETCHES
5. FINAL VARIATIONS FOR GRAPHIC IDENTITY MARK
6. NEW GRAPHIC IDENTITY MARK
7. NEW GRAPHIC IDENTITY MARK BEARING
HANDICAPPED INDEPENDENCE H.E.R.E.
INCORPORATED NAME
8. ORIGINAL TYPE STYLE
9. VARIATIONS OF TYPE STYLE
10. FINISHED TYPE STYLE IN FOLIO
11. ORIGINAL MASTHEAD (NEWSLETTER)
12. NEW MASTHEAD (EQUALITY)
13. ORIGINAL LETTERHEAD DESIGN
14. NEW LETTERHEAD DESIGN
15. ORIGINAL ENVELOPE DESIGN
16. NEW ENVELOPE DESIGN
17. ORIGINAL MEMBERSHIP CARD
18. NEW MEMBERSHIP CARD DESIGN
19. NEWS RELEASE FORM
20. NEWS RELEASE ENVELOPE
21. ORIGINAL CHALLENGE BOOKLET COVER
22. NEW COOPERATE (CHALLENGE) BOOKLET COVER

- 23. HANDICAPPED INDEPENDENCE EXHIBIT PAMPHLET
- 24. ORIGINAL BROCHURE "H.I.H. STANDS FOR..."
- 25. PHYSICALLY LIMITED BROCHURE
- 26. ORIGINAL H.E.R.E. MANIFESTO BROCHURE
- 27. REVISED H.E.R.E. BROCHURE
- 28. ADVERTISEMENTS
- 29. JAZZ PARALLEL POSTER

APPENDIX B

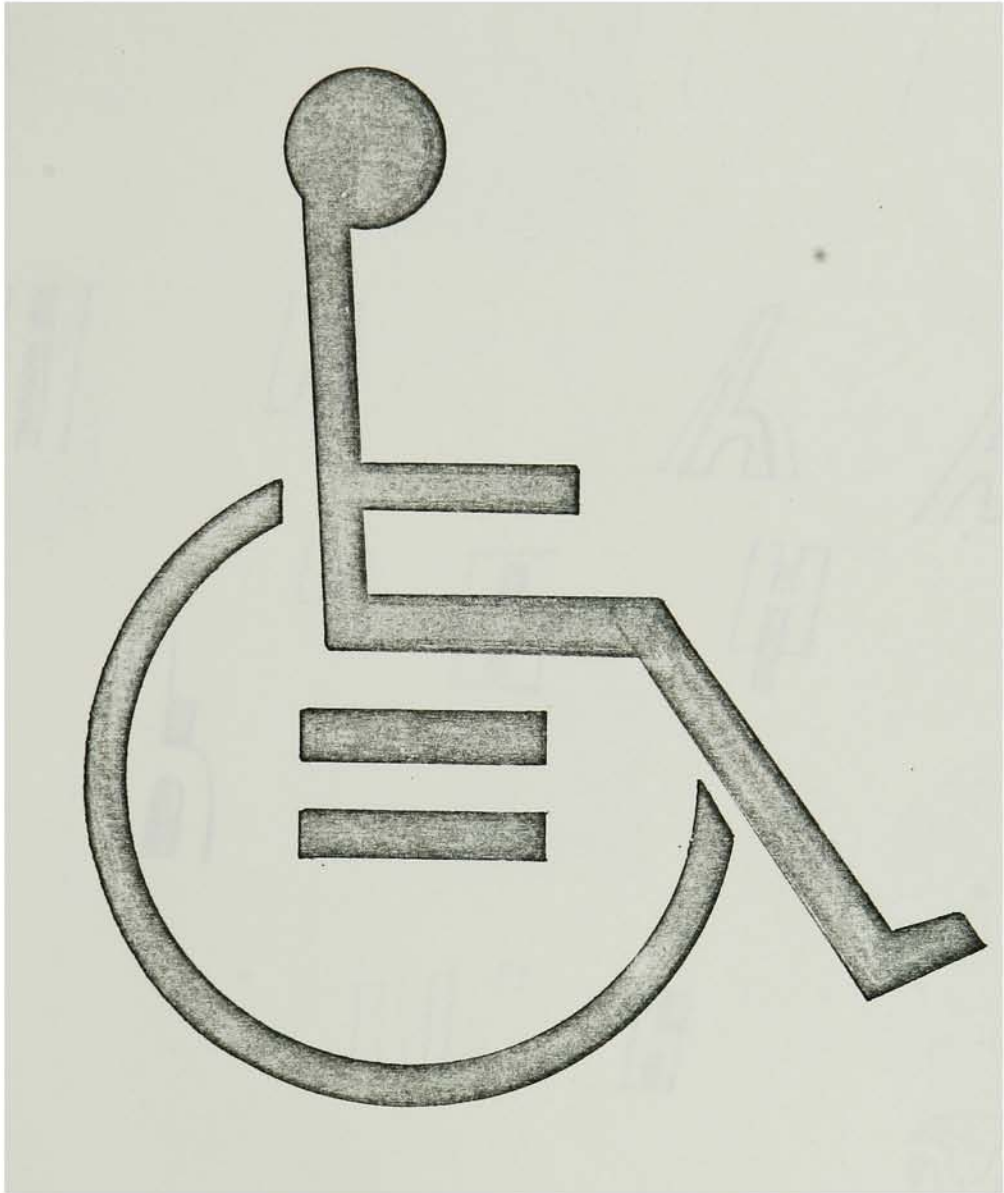
- 30. JAZZ PARALLEL PROGRAM COVER
- 31. JOHN MAHER POSTER
- 32. TIME TABLE
- 33. COLORED PHOTOGRAPHS OF H.I.H. WEEK
- 34. BANQUET COVER

APPENDIX C

- 35. EXHIBIT GRID
- 36. EXHIBIT SKETCHES
- 37. EXHIBIT SKETCHES
- 38. EXHIBIT SKETCHES
- 39. EXHIBIT SKETCHES
- 40. EXHIBIT SKETCHES
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- 44. EXHIBIT SKETCHES
- 45. EXHIBIT SKETCHES
- 46. EXHIBIT SKETCHES
- 47. EXHIBIT SKETCHES
- 48. GRAPHIC IDENTITY MANUAL
- 49. COLORED SLIDES OF EXHIBIT
- 50. COLORED PHOTOGRAPHS OF EXHIBIT

IMAGERY
APPENDIX 1-10



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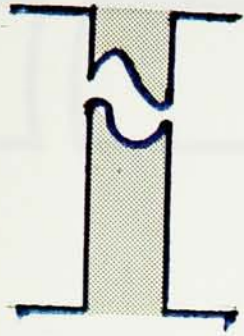
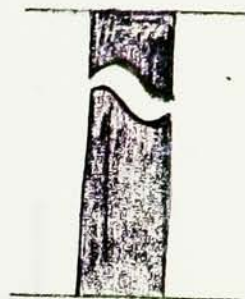
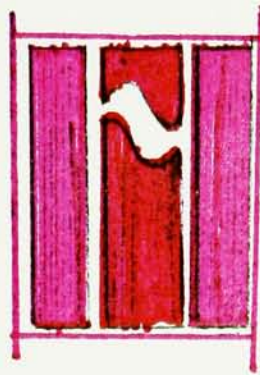
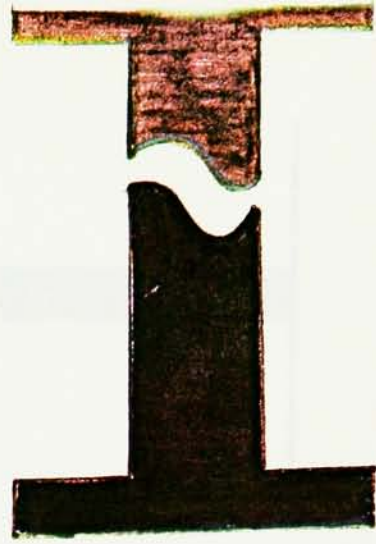
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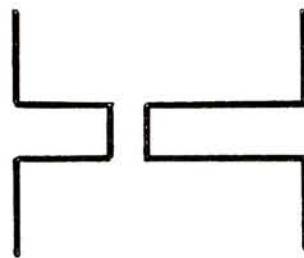
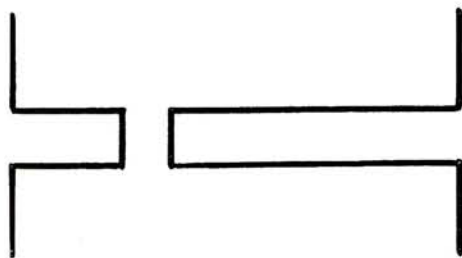
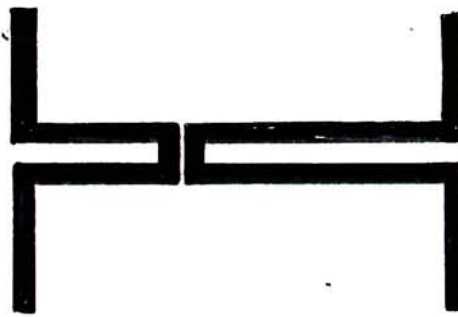
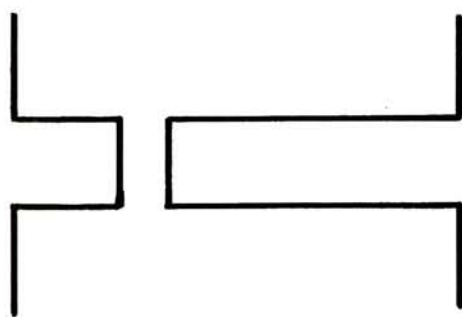
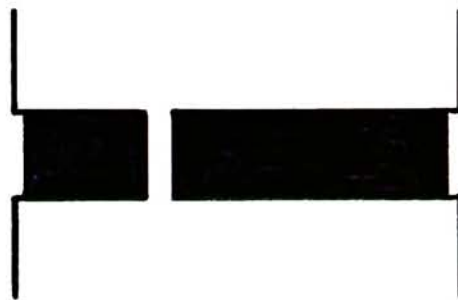
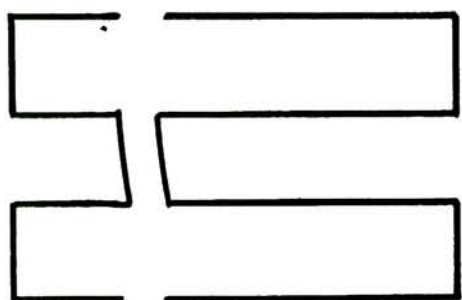
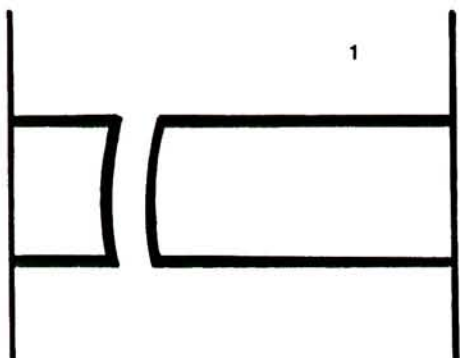
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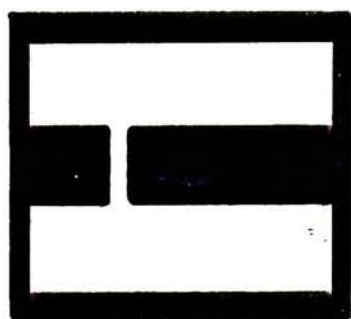
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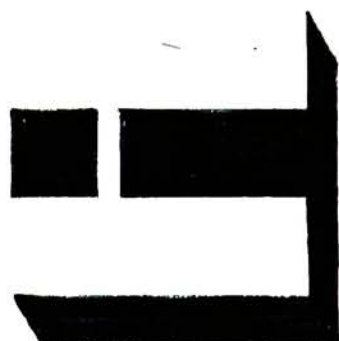
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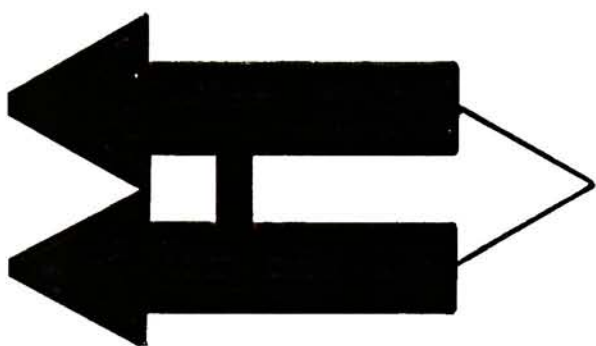


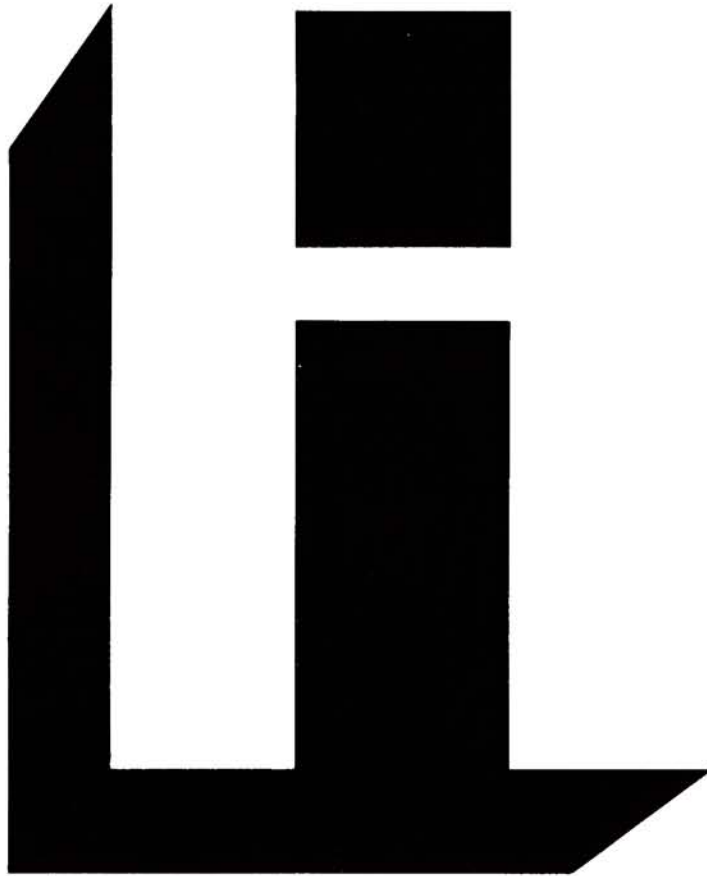


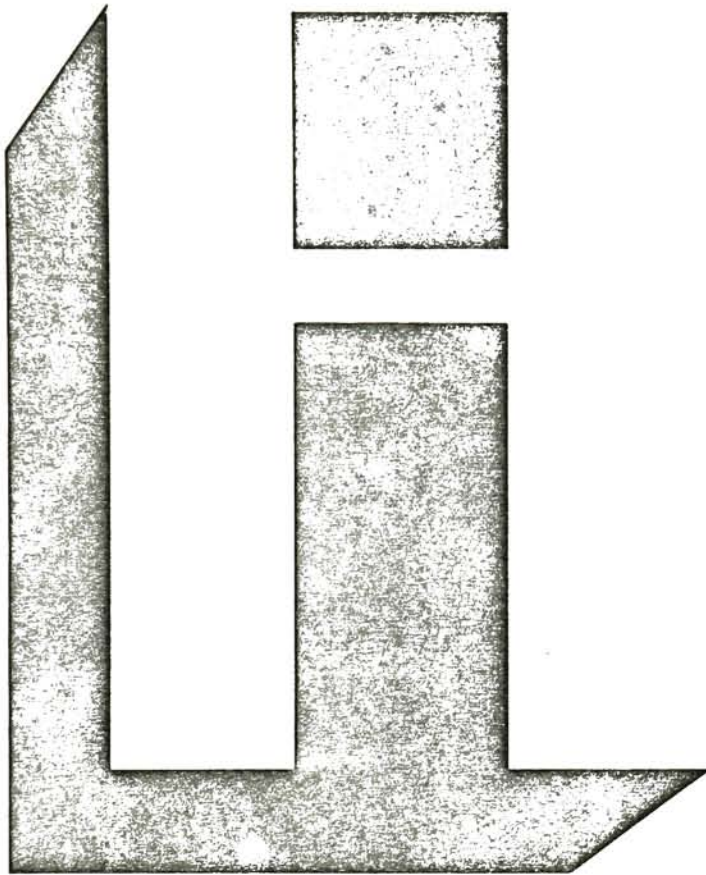
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Handicapped Independence
H.E.R.E., Incorporated

Handicapped Independence
through Housing, Education,
Recreation, Employment, Inc.

Handicapped Independence H.E.R.E., Incorporated

HANDICAPPED INDEPENDENCE

THROUGH

H. E. R. E. INC.
HOUSING EDUCATION RECREATION EMPLOYMENT

257 TRYON PARK
ROCH. N. Y. 14609
(716) 288-5324

PROMOTIONAL MATERIAL

APPENDIX 11-34



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BILL OF RIGHTS FOR THE HANDICAPPED

The handicapped individual has the right to:

1. Prevention of Disability insofar as possible through early detection of abnormalities in infancy, immediate and continuing family guidance, and comprehensive rehabilitative services until maximum potential is achieved.
2. Health Services and Medical Care for the protection of his general well-being and such additional special services as are required because of his handicap.
3. Education to the fullest extent to which he is intellectually capable, provided through the regular channels of American education.
4. Training for vocational and avocational pursuits as dictated by his talents and capabilities.
5. Work at any occupation for which he has the qualifications and preparation.
6. An Income sufficient to maintain a lifestyle comparable to his nonhandicapped peers.
7. Live How and Where He Chooses and to enjoy residential accommodations which meet his needs if he cannot function in conventional housing.
8. Barrier Free Public Facilities which include buildings, mass or subsidized alternative transportation services and social, recreational and entertainment facilities.
9. Function Independently in any way in which he is able to act on his own and to obtain the assistance he may need to assure mobility, communication and daily living activities.
10. Petition social institutions and the courts to gain such opportunities as may be enjoyed by others but denied the handicapped because of oversight, public apathy or discrimination.

This Bill of Rights was written by members of the United Cerebral Palsy Association at their annual conference in Washington, D.C. It is reprinted from ACCENT ON LIVING, Winter, 1973.

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ANNOUNCEMENTS

Our annual St. Patrick's Day Party will be held this year on Saturday March 16. There will be more information in the February Newsletter.

Have you completed and returned to Mary Jones the membership questionnaire that was included in the November Newsletter? If not, please do it today!

Have you paid your dues for 1974???

equality

Handicapped Independence through Housing, Education, Recreation, Employment, Inc.

EDITOR: Nancy J. Selzer // MAY 1974

// CO-EDITOR: Carol Vitkovic

HANDICAPPED INDEPENDENCE WEEK

April 22-27 was proclaimed Handicapped Independence Week by Mayor Ryan. During that week, HIH had an informational exhibit at Midtown Mall. The HIH Board hopes to redesign the display so that we can place it in other shopping malls and public places in coming months.

On April 20 our concert, JAZZ PARALLEL, was held at Eastridge High School. Although the turn-out was disappointingly small, the event was excellent musically, and the audience was enthusiastic. All those who performed, Petrus, Spectrum, The Eastmen Jazz Lab Band and Bee Petix, were enthusiastic about the project and said that they would be glad to perform again for us. HIH Week Chairman Louis Ruff, an Eastman student who gave so much of his time and energy to put the concert together, served as Master of Ceremonies.

Friday, April 26, we held our fifth annual awards dinner at Valle's Steak House. Accessibility Awards were given to: Rochester Association for the Blind, Southview Towers, Todd Mart Plaza, and Cine 1-2-3-4.

Certificates of Appreciation were given to: The Penfield Rotarians for the use of their Camp Haccemo facilities and for their volunteer help; Mr. Joseph Scenfillo, known to all as "Sparky," for his help to HIH's Genetasko, the Ladies' Kiwanis group which raised \$950.00 and donated it to us.

Another Certificate of Appreciation was given to HIH Board member Robert Lighthouse, for his work on the donation drawing contest, which brought into our treasury over one thousand dollars.

James Leary, a founding HIH member, was given the Member of the Year Award for his outstanding services.

OUR BANQUET SPEAKER: JOHN MAHAR OF DELANCY STREET FOUNDATION

Mr. Mahar is an ex-convict who directs this organization of former convicts, addicts and alcoholics and others who try to rehabilitate themselves - not relying on social agencies. Its members operate several businesses in San Francisco.

North 09

HANDICAPPED INDEPENDENCE

THROUGH

H E R E INC.
HOUSING EDUCATION RECREATION EMPLOYMENT

50 N. PLYMOUTH AVE.
ROCHESTER, N.Y. 14614
(716) 428-9912





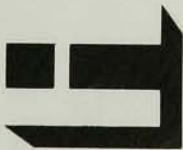
landicapped Independence
I.E.R.E. Incorporated

0 North Plymouth Avenue,
rochester, New York 14614
28-9912 referrals 467-5228

HANDICAPPED INDEPENDENCE H.E.R.E. INC.

50 North Plymouth Avenue

Rochester, New York 14614



Handicapped Independence
H.E.R.E. Incorporated

50 North Plymouth Avenue,
Rochester, New York 14614
428-9912 referrals 467-5228

MEMBERSHIP CARD

NAME _____
(PLEASE PRINT)

ADDRESS _____ APT. # _____

CITY _____ STATE _____ ZIP _____

TELEPHONE No.: _____

☐ Active Member

☐ Disabled

☐ Inactive Member

☐ Non-Disabled

Please return this card with your contribution

HANDICAPPED INDEPENDENCE THROUGH H.E.R.E. INC.
ROCHESTER, NEW YORK



THIS CERTIFIES THAT

MEMBER IN GOOD STANDING

YEAR of 19 _____


MEMBERSHIP CHAIRMAN _____



Handicapped Independence
through Housing, Education,
Recreation, Employment, Inc.

Members Name _____

Chairman Approval _____



**Handicapped Independence
E.R.E. Incorporated**

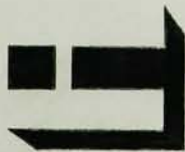
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Rochester, New York 14614
28-9912 referrals 467-5228

News Release

Date:

Contact:

For Release:



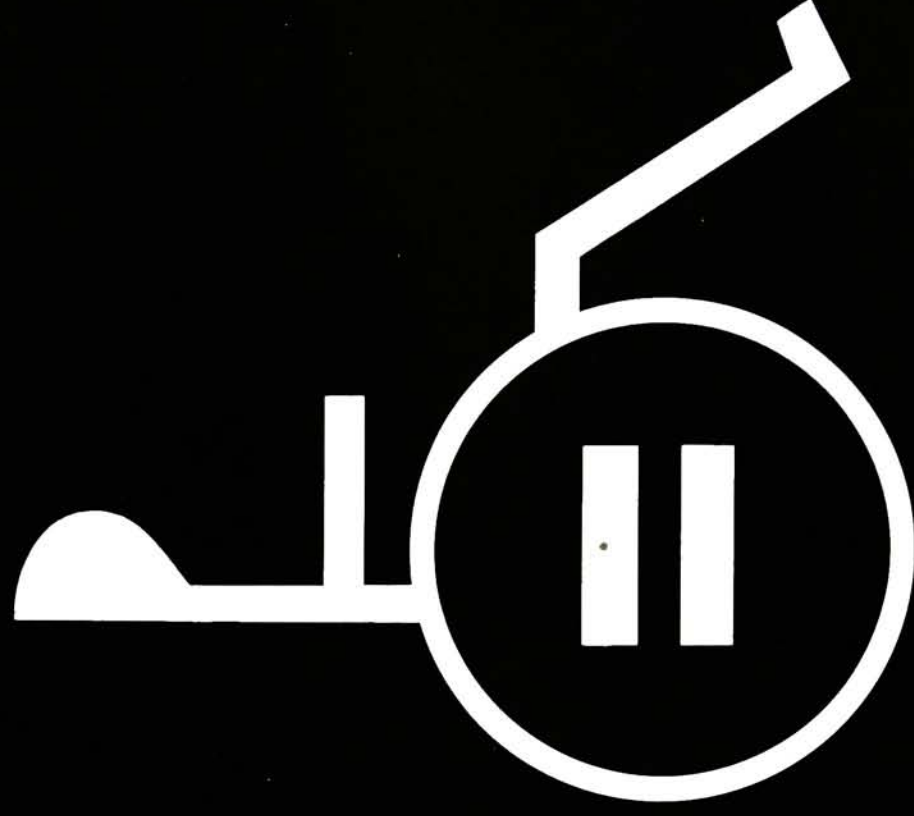
Handicapped Independence
H.E.R.E. Incorporated

50 North Plymouth Avenue,
Rochester, New York 14614
428-9912 referrals 467-5228

News Release



THE CHALLENGE



HANDICAPPED INDEPENDENCE

DEDICATION

We, of the New Minority, dedicate this booklet to the handicapped of the past. They, in their struggle to survive the control of well-meaning agencies, have provided the reasons for a future of independence through equality of life, not merely existence.

EPILOGUE

The lives of the physically handicapped will not be changed overnight. Change will come only with the active support of not only the disabled, but also the able-bodied community. The success of the programs previously described is dependent upon society's recognition of the disabled person's right to be an independent human being, rather than a completely controlled non-entity.

For further information, contact

HANDICAPPED INDEPENDENCE

H.E.R.E., Inc.

257 Tryon Park

Rochester, New York 14609

(716) 288-5324



Handicapped Independence
through Housing, Education,
Recreation, Employment, Inc.



HERE
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H H H H
H H H H
H H H H

As a private citizen, you can influence those around you to eliminate architectural barriers. You can talk to the members of your church or synagogue, social groups, civic organizations, educational institutions, your employer--ANYWHERE.

No matter where you go, ask yourself this question: Is it possible for everyone I know to utilize this facility to the maximum intent? If the answer is "NO", and it probably will be, do something about it!

We can all benefit from the elimination of architectural barriers. Will you help us accomplish our goal?

For more information, or assistance with a problem, call or write:

Organization for Accessible Buildings, Inc.

257 Tryon Park
Rochester, New York 14609

716-288-5324

H.I.H. stands for...

Q. What is HANDICAPPED INDEPENDENCE H.E.R.E. INC?

A. H.I.H., INC. is a group of persons, both disabled and nondisabled, who have organized in an effort to eliminate architectural barriers.

Q. What is an architectural barrier?

A. An architectural barrier is anything which prevents a handicapped person (temporary or permanently) from functioning independently.

Q. What are examples of architectural barriers?

A. Steps, heavy and/or narrow doors, narrow restroom stalls, high telephones, high drinking fountains, high elevator buttons.

Q. Whom do architectural barriers affect?

A. The United States Public Health Service states that EVERY person, at sometime in his life, is disabled. Today 20% of the population is permanently disabled. They include persons using wheelchairs, braces, artificial limbs, canes, crutches, they include the deaf, the blind, and those suffering from heart disease, emphysema, and asthma. The number of individuals affected by architectural barriers grow daily.

Q. Where are architectural barriers found?

A. Architectural barriers are found everywhere: Where you work, shop, pray, and play.

They are present in libraries, government buildings, post offices, theaters, restaurants, churches, schools, department stores. The list goes on and on, but the result is that disabled persons cannot function in the community.

Q. How are able-bodied persons affected by architectural barriers?

A. Whether you are young, middle-aged, or elderly, you are affected by architectural barriers. If you break a leg skiing or in an auto accident, they affect you. If you are a young mother pushing a baby stroller, they affect you. If you are carrying groceries or bulky packages, you are affected. If you are a senior citizen, you are very much affected by heavy doors, unnecessary steps, or poor lighting.

Q. What is being done to eliminate architectural barriers.

A. Groups such as H.I.H., INC. are being formed throughout the United States in an effort to help the public become aware of the problems architectural barriers present. Appearances on radio and television programs, articles in newspapers and personal speaking engagements are occurring more and more often.

Locally, one result of the effort by concerned citizens was the revision of the Building Code of the City of Rochester, which states that all FUTURE public buildings must be totally accessible to the disabled.

Q. How can you help?

As a private citizen, you can influence those around you to eliminate architectural barriers. You can talk to the members of your church or synagogue, social groups, civic organizations, educational institutions, your employer--ANYWHERE.

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1 out of 7 are
Physically Limited



HANDICAPPED INDEPENDENCE THROUGH H.E.R.E. INC.

257 TRYON PARK
ROCH. N. Y. 14609
(716) 288-5324



Handicapped Independence H.E.R.E. Inc., Manifesto 1972

The Organization for Accessible Buildings, Inc. (now known as Handicapped Independence through Housing, Education, Recreation, and Employment, Inc.) was formed in 1966 with its efforts being concentrated originally on the elimination of architectural barriers. We believe that if architectural barriers are eliminated, the handicapped will regain their presently denied rights.

Our efforts, combined with those of the Architectural Barriers Project Committee and a city Councilman, resulted in revisions to the City of Rochester Building Code, as of January 1967. The modifications to the code stated that all future public buildings must be accessible to ALL citizens.

The Organization, in 1971, recognized that although architectural problems remain a major concern, it is only symptomatic of a deeper and more serious problem, that of unfavorable attitudes toward the handicapped. It is only in recent years that the disabled have come out of the sheltered environment of the home to seek employment, higher education and housing facilities in which they can live independently. Through our efforts in these fields, it has become apparent that there is a great amount of discrimination leveled against the disabled regardless of the area in which we are attempting to participate.

For these reasons, and because existing agencies that serve the disabled are unable to meet these needs, the Organization has recently developed additional goals, each of which are broad in

in scope and are long-term:

(1) Individual problem-solving of a rehabilitative or discriminating nature.

(2) The establishment of a housing development which would meet the needs of all the physically disabled, from those who are totally independent to those who are totally dependent. Our primary concern in this area is for those who need a low level of care, perhaps only aid in dressing activities, in order to live and work outside the family unit or nursing home.

(3) The establishment of programs which would meet the needs of remedial education and recreation on an individualized basis.

(4) Local, State, and Federal anti-discrimination legislation in the areas of education, employment, housing, insurance, transportation, and voting.

The Organization has initiated several programs in order that the disabled may begin to become an integral part of the society from which they have been ostracized. These programs are:

Adult Remedial Education

This program was initiated in September 1971 to answer the needs of one severely handicapped individual. This person was not only denied an education academically, but also socially and culturally. His was the perfect example of severe disability connotating mental retardation. From his earliest educational experience, his "rehabilitators" made the arbitrary decisions that he could not learn and could not be useful in any manner. After 26 years of repression, when he requested help from Handicapped Independence H.E.R.E., Inc. in a period of three months, he raised his academic level from fourth grade to sixth grade, after being tutored by a group of non-professional volunteers from Handicapped Independence H.E.R.E., Inc.

With the success of this one supposedly retarded and useless

man has come the expansion of our entire education program. Recently, our program became funded under the Adult Basic Education program of the Rochester City School District and, as a result, we are holding classes two evenings a week at Monroe Community Hospital. This program is now equipped to educate any and all individuals in grades 1-8, regardless of the severity of their disability, including all of those, who like our first student, are currently considered "retarded and totally useless."

Recreation

In 1965, a team of wheelchair athletes was formed; and continued to grow in membership. They have obtained many medals and a few individuals have received much acclaim from the community. Unfortunately, their greatest attribute is that of complete dependence upon their able-bodied coaches, managers, and financiers.

In 1972, a group of wheelchair athletes, some of whom had been members of the aforementioned team, decided that they should have the right to prove their capabilities as self-sufficient individuals. In their shorter existence, they have not only achieved many of the goals that the other team has, but have also set an example for the entire community in that they are proving again that physically disabled individuals are capable of handling positions of responsibility instead of just being cared for by their able-bodied "friends". This example is being set by the fact that the entire team is coached and managed by physically disabled individuals.

Housing

At the present time, the semi-independent physically disabled population is forced to live in the sheltered environment of their own home, the Monroe Community Hospital, or various nursing homes because there is no place within the metropolitan area that provides for permanent residence of these individuals. In fact,

there is a critical shortage of accessible housing for any person with a permanent physical disability. This not only includes those in wheelchairs and on crutches, but also the blind, deaf, and those with hidden disabilities.

The Organization is investigating a proposed housing project to be constructed so that it will be accessible to all citizens, disabled or non-disabled, and will provide independence for those who need a low level of care in order to live and work outside the family unit or nursing home.

Employment

As in the field of education, those involved in vocational training and guidance of the physically disabled have continued to make arbitrary decisions as to the uselessness, not usefulness, of their clients. Handicapped Independence H.E.R.E., Inc., feels that this situation must be remedied immediately and plans to institute programs to place disabled individuals in positions of responsibility and to adopt training that is geared to a person's capabilities, regardless of statistical manipulating.

Transportation

Currently, there is a critical shortage of mass transportation for the physically disabled in this community. We are presently participating in conferences that are working toward alleviating this problem and feel that these conferences should be directed toward an inexpensive and comprehensive transportation program for the disabled.

As a result of our achievements in these areas, we feel that it is now time for other agencies that have the capabilities, to adopt immediately, as we have, the following:

- (1) That at least a majority of the decision-making boards of each agency must be represented by the disabled which that agency serves.

(2) That an immediate hiring campaign be initiated by agencies to place the disabled in positions of responsibility and authority, as well as in staff areas.

(3) That more should be done to allow the handicapped to work in positions of leadership and responsibility in the community, as well as in those agencies mentioned previously.

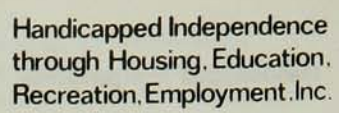
(4) That the qualifications of a person living a physical disability be considered more important than degrees and experience of the able-bodied person working for the handicapped.



Handicapped Independence
through Housing, Education,
Recreation, Employment, Inc.

HERE





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Sparky's Arc
field Road & Nine Mile Road

28

Sparky's
Penfield Road & Nine Mile Road

One penny will be given to
Handicapped Independence
for every Gallon of Gas sold
during June & July!

There will be a loose change barrel for Donations.

pennies
pennies
pennies
bennies
nennies
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Handicapped Independence
HERE Incorporated



JOINT MEETING



John Maher (Founder of the Delancey Street Foundation)

In conjunction with HIV Week

John Maher (Founder of the Delancey Street Foundation)

In conjunction with HIH Week

John Maher will speak

April 26

Bldg. 09-1030

Time 2:00



**Handicapped Independence League
HIL Inc. 1000 1st St.**

Work in Progress
 Rough Comp
 Finish Comp
 Type Setting
 Illustration Material
 Finish Art Work
 Ready for Client Approval
 Finish Work at Printers

FINISH

PHASE ONE

Stationery

Masthead for Newsletter

H.E.R.E., Manitasfo Brochure

Physical Limitations Brochure

Handicapped Independence Exhibit Brochure

Revised Cooperate Cover

Jazz Parallel Concert Poster

Jazz Parallel Concert Program

John Maher Poster

Banquet Program

Advertisements and Newspaper Releases

PHASE TWO

Design in Progress

Photographs

Printed Material

Display Construction

PHASE THREE

Graphic Design Manual

Writing

FINISH DATES:

March 6

March 13

March 22

March 29

April 5

April 20

April 29

May 1-15





6:30—Cocktails

7:15—Invocation

7:30—Dinner

8:30—Presentation of Awards

9:00—Grand Prize Drawing
Fourth Annual Donation Drawing

Special Guest Speaker

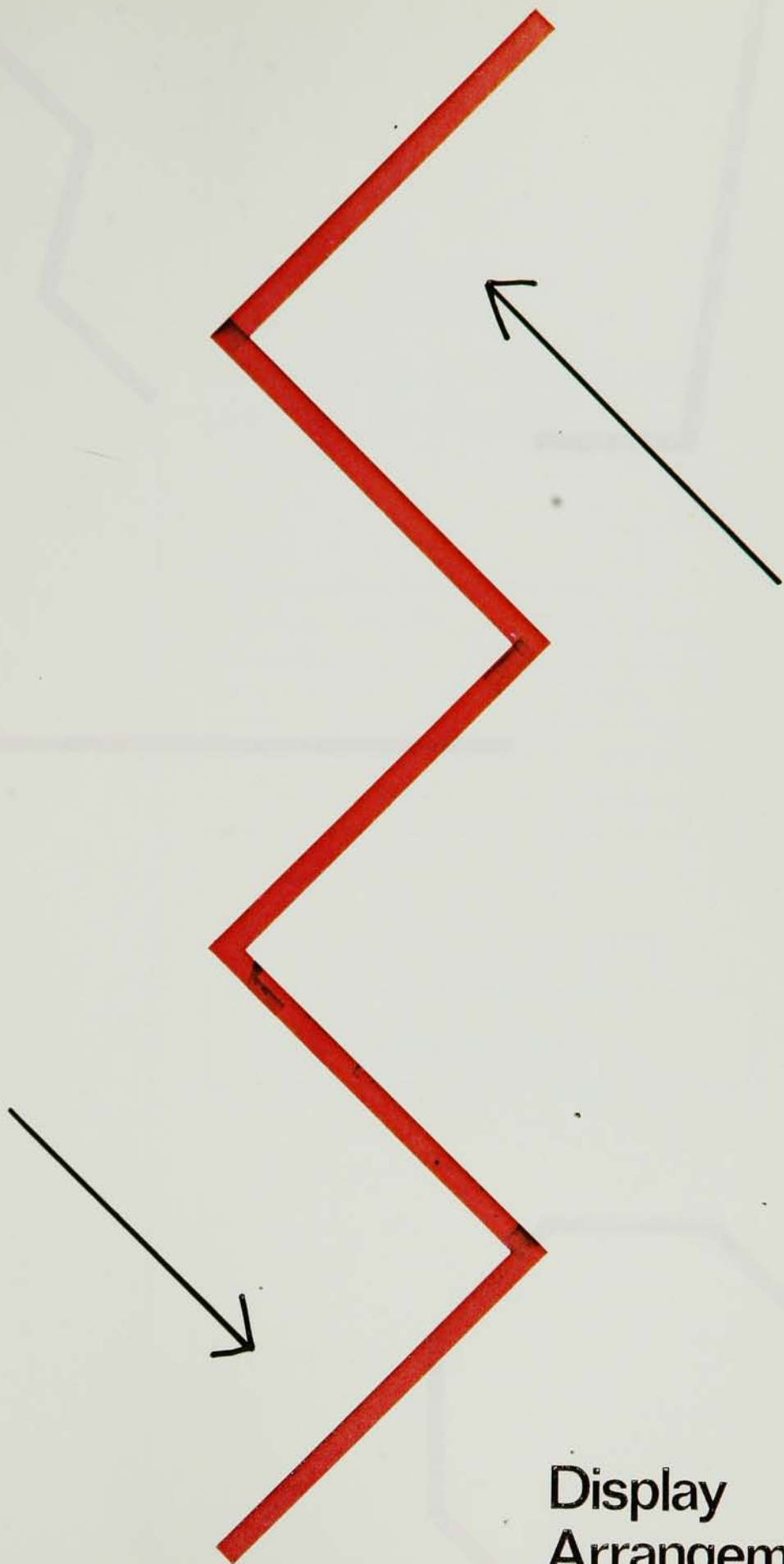
John Maher Founder of the
(Delancey Street Foundation)
San Francisco, California

Tonights Topic; "Co-operation"

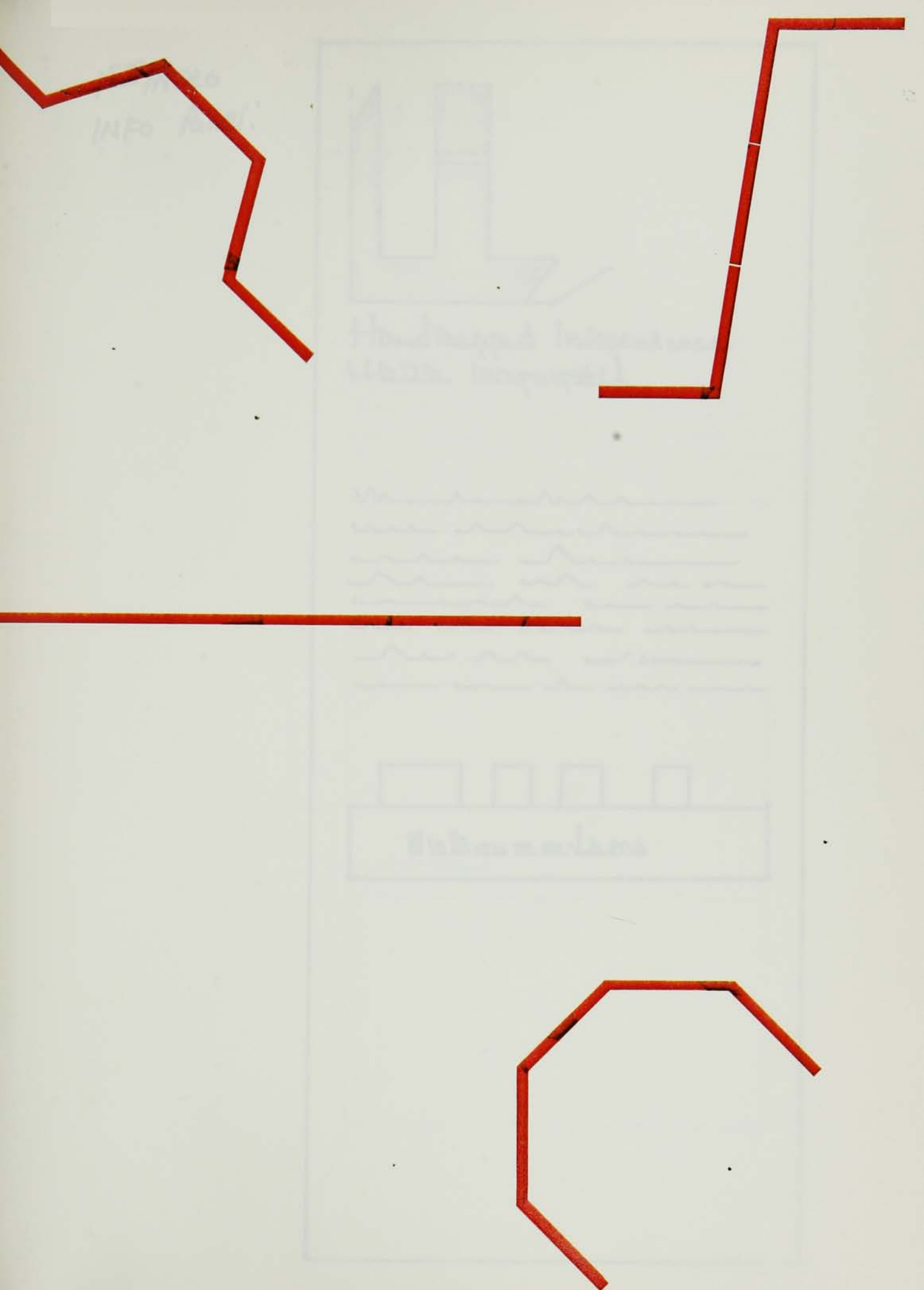
PHASE TWO (EXHIBIT)

APENDIX 35-47

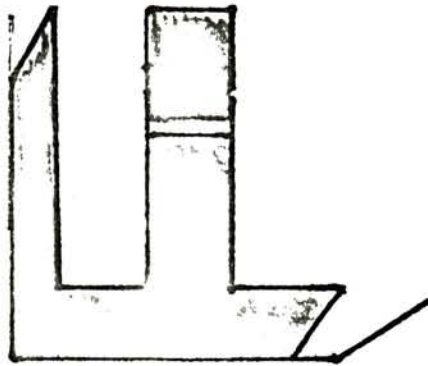
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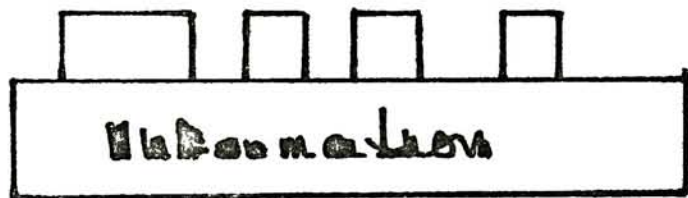
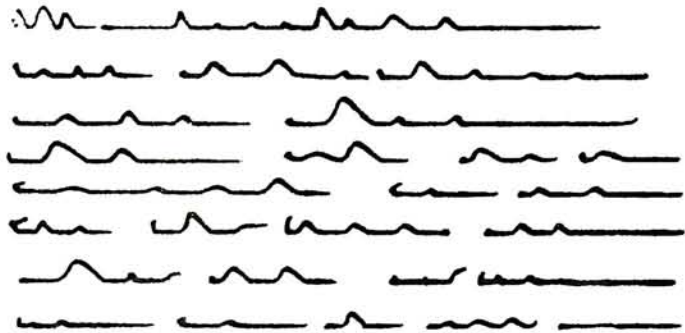
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1ST. INTRO
INFO Panel:

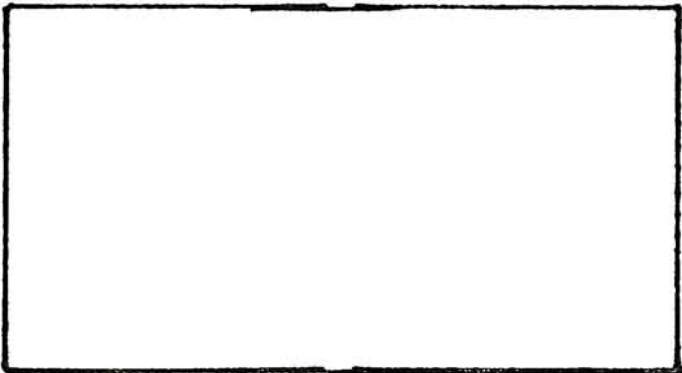
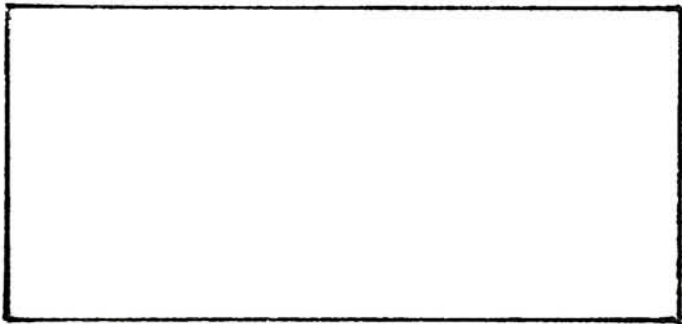
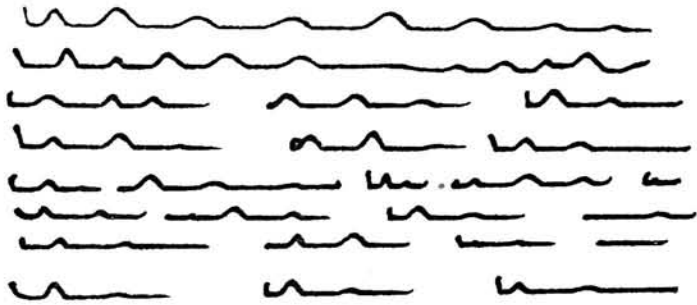


Handicapped Independence
HIDE Incorporated



Housing
Panel:

Housing



Education
Panel:

Education

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Recreation
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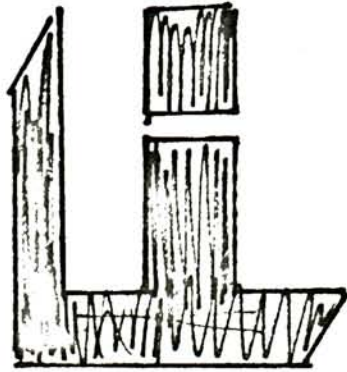
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Employment

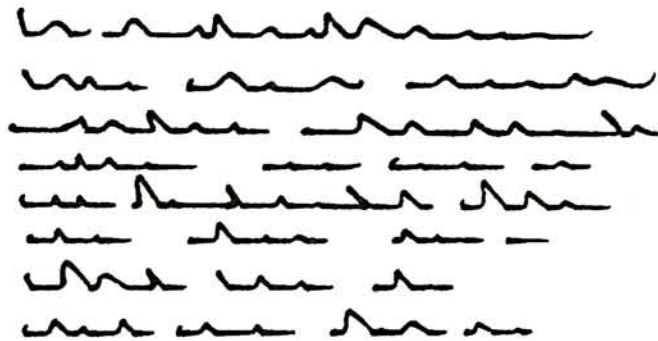
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2<sup>nd</sup> Intro  
Panel:



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Transportation  
Panel:

# Transcription

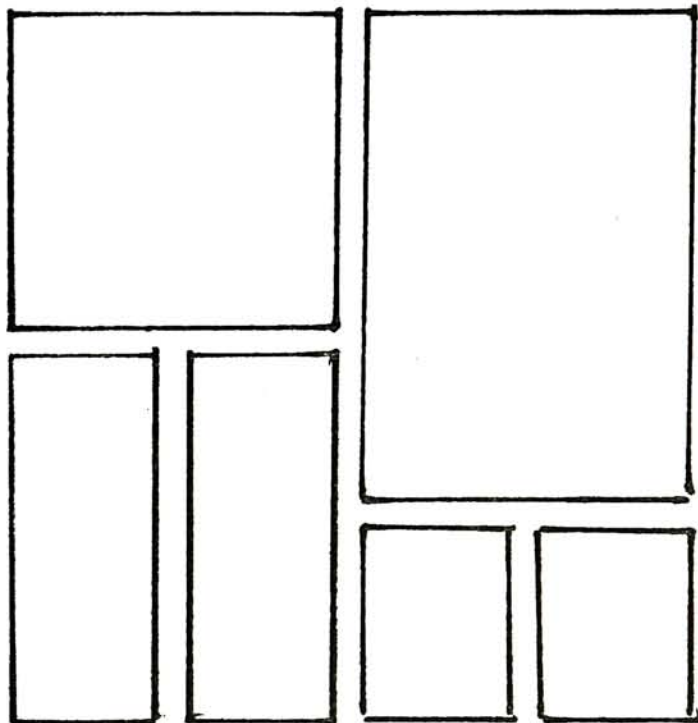
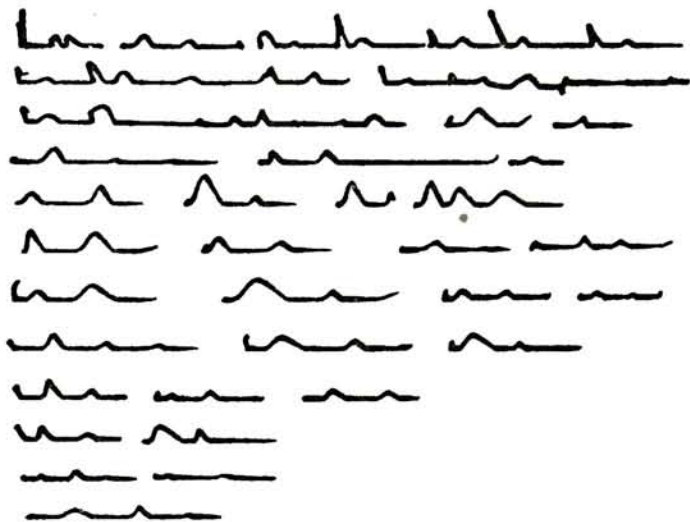
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Architectural  
Panel:

## Architectural Barriers



Rehabilitation  
Panel:

## Rehabilitation Services

Under the  
coordination of  
the case manager  
the client will  
receive the  
services of the  
counselor and the  
social worker  
and the  
occupational therapist.

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## Physical Limitations

Panel:

with mirror

## Physiell Limitation

The handwriting is a cursive script, likely from the 18th or 19th century. The text is written on a single sheet of paper, with the ink appearing dark and slightly faded in some places. The lines of text are somewhat irregular, suggesting a handwritten document rather than a printed one. The overall appearance is that of a historical manuscript or a personal letter.

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PHASE THREE (IDENTITY MANUAL)–  
APPENDIX 48

# Graphic Identity Manual

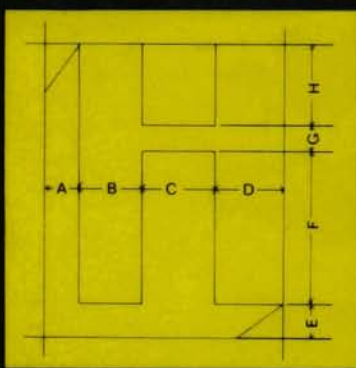
Handicapped Independence  
through Housing, Education,  
Recreation, Employment, Inc.

## JAZZ PARALLEL

Date April 20  
Time 4:00 PM  
Place East High School  
Groups PETRUS  
SPECTRUM  
EASTMAN JAZZ LAB BAND  
Features BEA PETRUS  
MC Harry Aboussou



- A Multiples of Fives
- B 2A
- C  $2A + \frac{1}{5}A$
- D C
- E  $A + \frac{1}{10}A$
- F  $2C + \frac{1}{10}A$
- G  $\frac{4}{5}$  of A
- H  $C + \frac{1}{10}$



## Contents:

Introduction

Identity Mark

Identity Mark Formula

Identity Mark Typography

Grid System

Stationery

News Release

Introduction to Brochure  
Grid System

Brochure Grid

Brochures

Reproduction Aids



## Introduction

A graphic communication program has been developed for Handicapped Independence H.E.R.E., Incorporated. The purpose of this guidebook is to set standards that provide and maintain a graphic consistency in the work that connotes the organization.

The standards in this book have been established for those involved in planning exhibits, displays, publications or other graphic applications of the identity mark or material to be used by the Handicapped Independence H.E.R.E., Incorporated.

The proper graphic representation of the Identity Mark is essential in maintaining the Proprietary rights to this revised Identity Mark

Improper use or design aberrations may effect the legal protection of the mark if these standards are disregarded. As a result any change might seriously undermine the franchise of the public's recognition; which is one of the most valuable assets of this organization and its relationship to its Identity Mark.

## Identity Mark

The revised Identity Mark is a strong, positive visual reinforcement of the ideals, objectives and goals of Handicapped Independence. This mark is intended to act as an instantly recognizable graphic device which, will in time connote independence for the handicapped of the Greater Rochester area.

Because it is basically a new mark, it should be used with full organizations name. (see example)

The revised Identity Mark replaces all or any existing marks and symbols previously used in identification of this organization. (see example)



Handicapped Independence  
H.E.R.E. Incorporated

50 North Plymouth Avenue,  
Rochester, New York 14614  
428-9912 referrals 467-5228



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Handicapped Independence  
through Housing, Education,  
Recreation, Employment, Inc.



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through Housing, Education,  
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## Reproduction Grid

The Identity Mark for Handicapped Independence was not designed on a grid. Therefore for large reproduction of the Identity Mark when Photo-mechanical methods are impractical, a formula has been developed to accurately reproduce the Identity Mark.

**Identity Mark**    **A = Multiples of Fives**

**Formula:**    **B = 2A**

**C =  $2A + \frac{1}{5}A$**

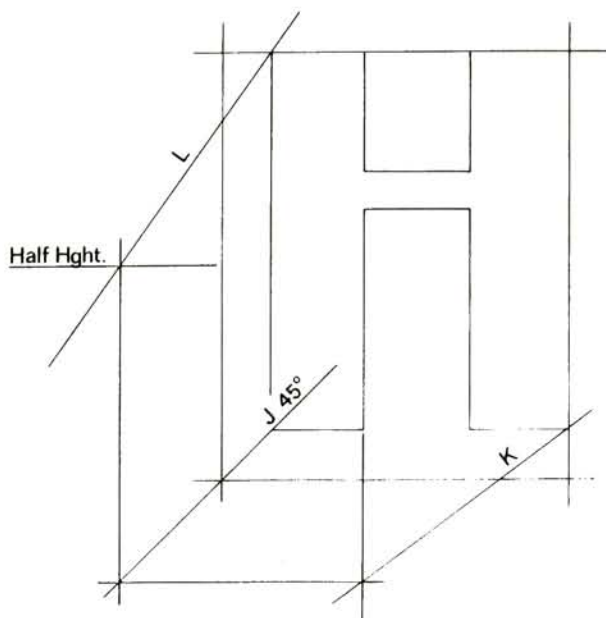
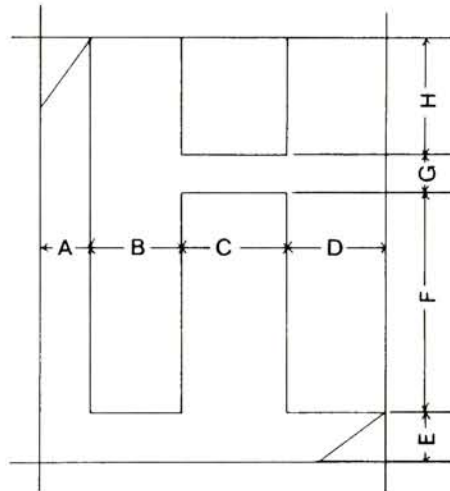
**D = C**

**E =  $A + \frac{1}{10}A$**

**F =  $2C + \frac{1}{10}A$**

**G =  $\frac{4}{5}$  of A**

**H =  $C + \frac{1}{10}$**



## Typography

The consistent use of a supporting type face can serve as a concise and unique style which strengthens and reinforces the impression of the Identity Mark. For this reason the type face Folio has been selected as the standard type style for the organization. (see example) Folio is a sans serif type face, available in handset, linotype, and photo composition. This type will accompany the revised Identity Mark on all printed material. No other type face, style should be used for this purpose. (see example) The versions used are the Regular, Medium, and the matching Italics.

# Folio

**Light**    abcdefghijklmnopqrstuvwxyz  
          ABCDEFGHIJKLMNopQRSTUVWXYZ&  
          1234567890\$¢£    1234567890\$    1/8 1/4 3/8 1/2 5/8 3/4 7/8  
          ().,:;!?'"/" — - \* % # + ' " § × | \_ © □ []

**Italic**    abcdefghijklmnopqrstuvwxyz  
          ABCDEFGHIJKLMNopQRSTUVWXYZ&  
          1234567890\$¢    1234567890\$    1/8 1/4 3/8 1/2 5/8 3/4 7/8  
          ().,:;!?'"/" — - \* % # + ' " § × | \_ © □ []

**Medium**    abcdefghijklmnopqrstuvwxyz  
          ABCDEFGHIJKLMNopQRSTUVWXYZ&  
          1234567890\$¢    1234567890\$    1/8 1/4 3/8 1/2 5/8 3/4 7/8  
          ().,:;!?'"/" — - \* % # + ' " § × | \_ © □ []

**Headlines** Folio medium has been selected as the most appropriate type where supplemental headings are to be used for this purpose.

**Text** For the most conventional used within the organizational text is set flush left, random right. It is recommended that for a normal printed piece 8½ X 11 body copy is set 9 point on 10. The following proportions should be maintained for larger size type, i.e., 12/14, 14/16, 18/20. (see example)

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### Folio Medium

12 pt. **Printing has performed a role of a  
PRINTING HAS PERFORMED A**

14 pt. **Printing has performed a role  
PRINTING HAS PERFORME**

16 pt. **Printing has performed a role  
PRINTING HAS PERFOR**

18 pt. **Printing has performed  
PRINTING HAS PERFO**

20 pt. **Printing has performed  
PRINTING HAS PERI**

24 pt. **Printing has performed  
PRINTING HAS P**

9  
10 Amongst the several mechanic Arts that my attention, there is no one which I have so much steadiness and pleasure, as Founding. Having been an early admirer of Letters, I became insensibly desirous to the perfection of them. I formed to me greater accuracy than had yet appeared, and have endeavoured to produce a Sett of Type:

10  
12 Among the several mechanic Arts that engaged my attention, there is no one pursued with so much steadiness as that of Letter-Founding. Having been an admirer of the beauty of Letters, I became insensibly desirous of contributing to the

12  
14 Amongst the several mechanic Arts that have engaged my attention, there is no one which I have pursued with so much steadiness and pleasure, as that of

14  
16 ter-Founding. Having been an admirer of the beauty of Letters, I became insensibly desirous of contributing to the perfection of them. I formed to me Ideas of greater accuracy than had yet appeared, and have endeavoured to produce a Sett of Types according

## **Introduction**

In order that Handicapped Independence H.E.R.E., Incorporated can maintain a consistent and related visual appearance, a brochure grid system has been initiated. Followed properly the grid system will insure a family look for all brochures. At the same time it permits the flexibility necessary for expression of individual creativity.

Providing an organized structure for these elements, it can be varied to suit individual taste and communication needs. This grid system has been created to be both fluid and dynamic while still retaining a strong identity for Handicapped Independence.

## **Brochure Grid System**

The brochure grid system was designed to successfully organize the various elements (illustrations, heads, sub-heads, and explanatory copy) on an 8½ X 11 page.



**Grid System** The organization's stationery, membership card, news letter, and news release clearly demonstrate the proper use of type face, Identity Mark and grid.

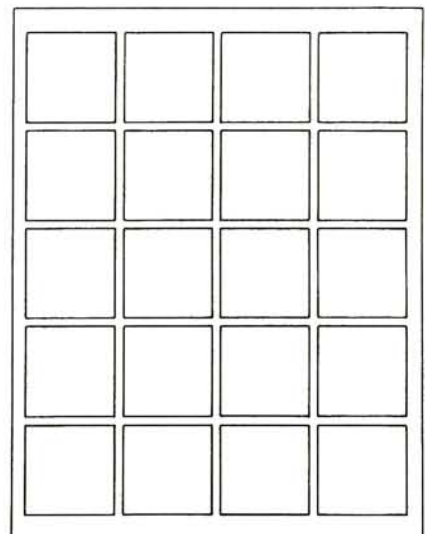
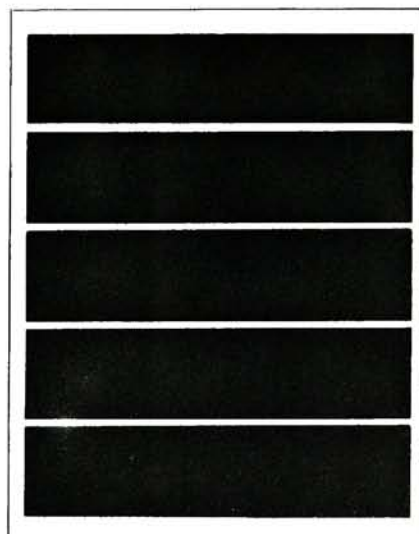
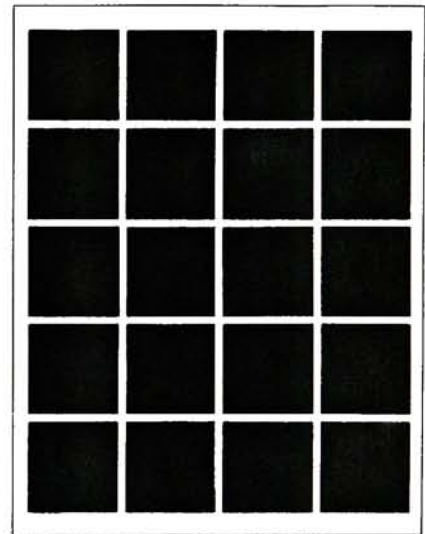
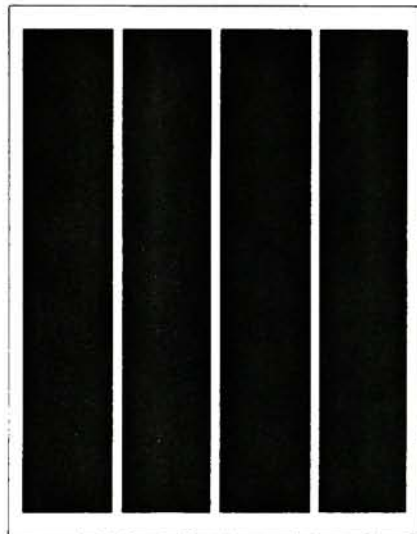
**Grid Elements** The grid is a system to mechanically divide the page into fixed units. After allowing a border for normal printing situations, the page is then;

(A) divided into four vertical columns. These columns relate to the type, such as Headlines, and Text.

(B) Horizontally, the page is divided into five equal sections.

(C) Within this geometric grid, the visual elements of type, illustrative material, and Identity Mark can be assembled in a variety of ways. To be effective, the grid must be used as a tool of organization. The 'web' of the grid can knit disparate items together, giving them common edges and common sizes.

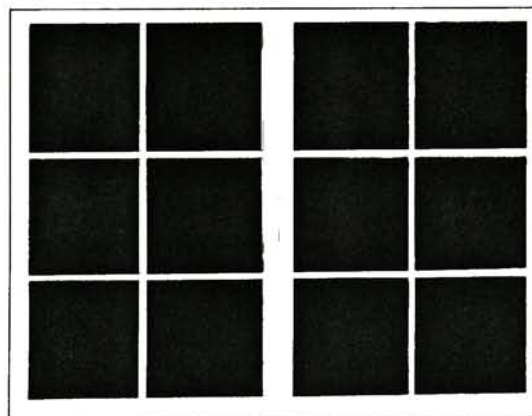
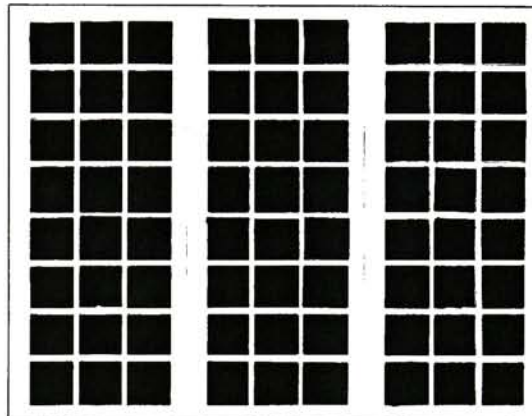
(D)\* A system of grids has been developed for a variety of uses for the other material such as, Brochures, Pamphlets, and Posters.

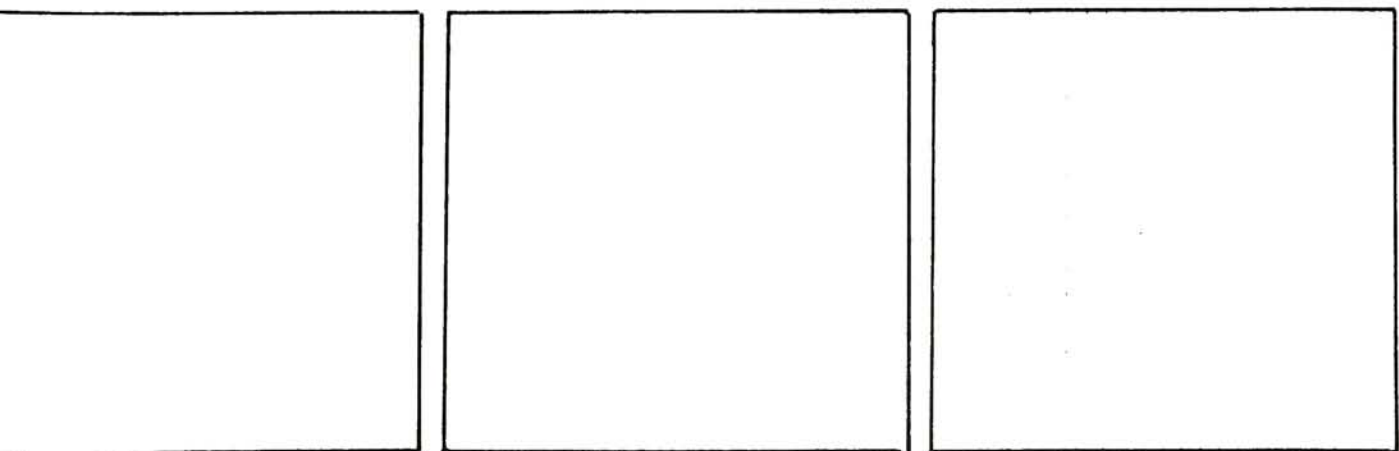
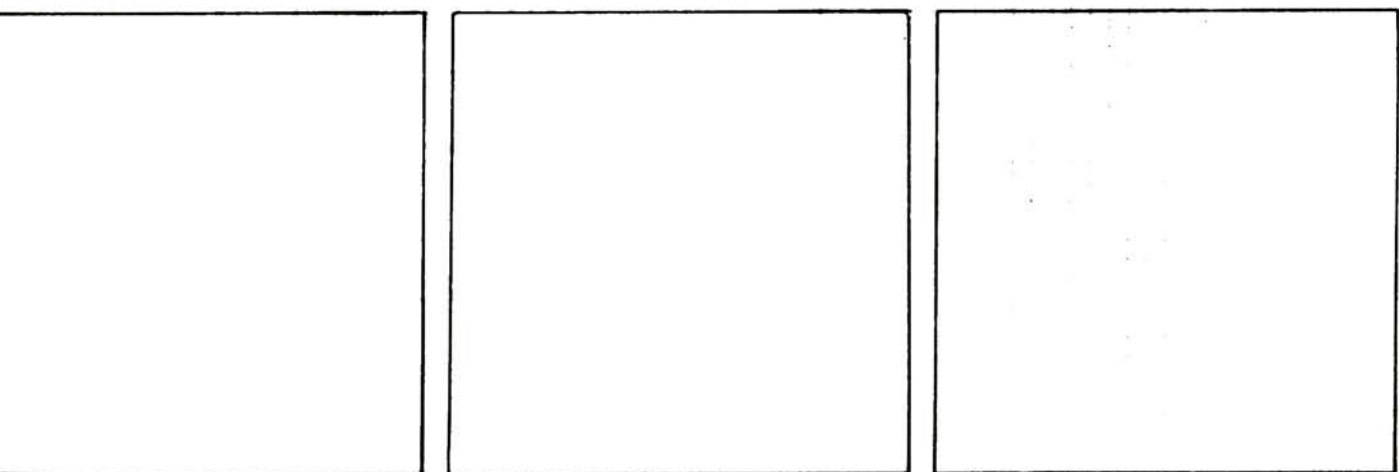
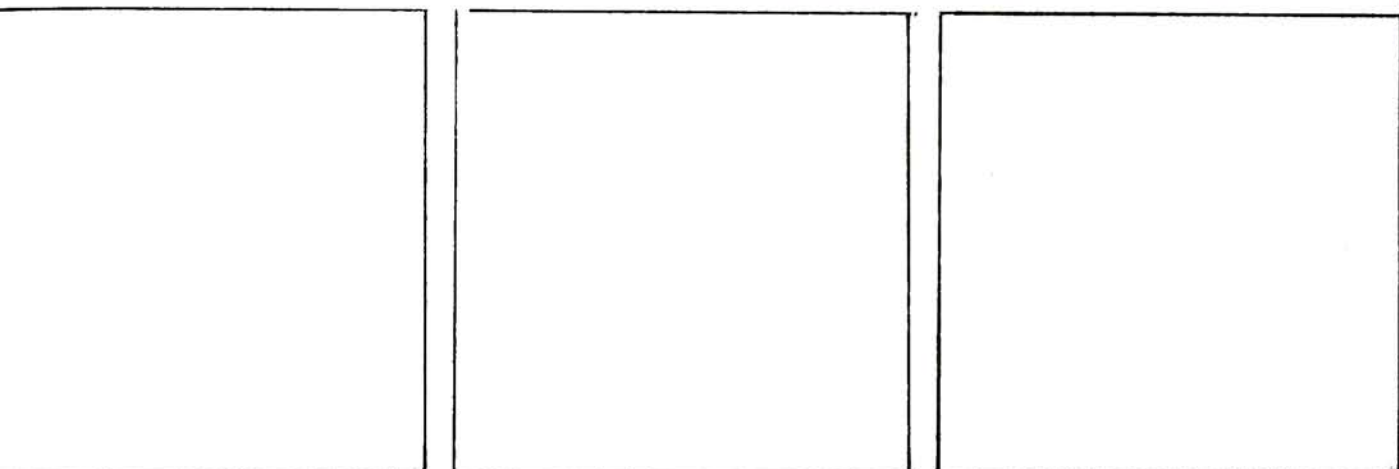
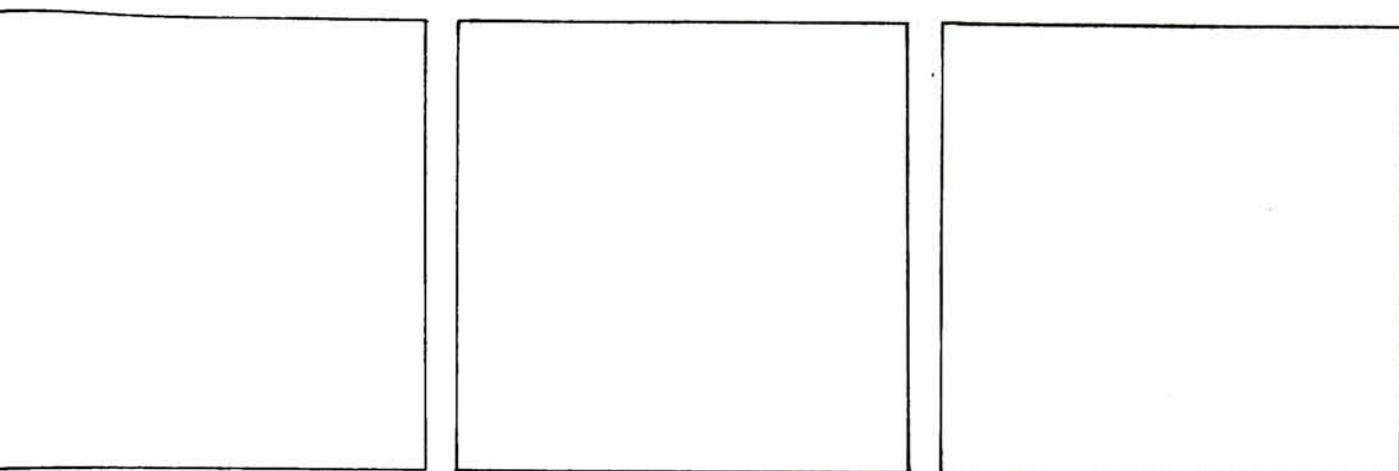


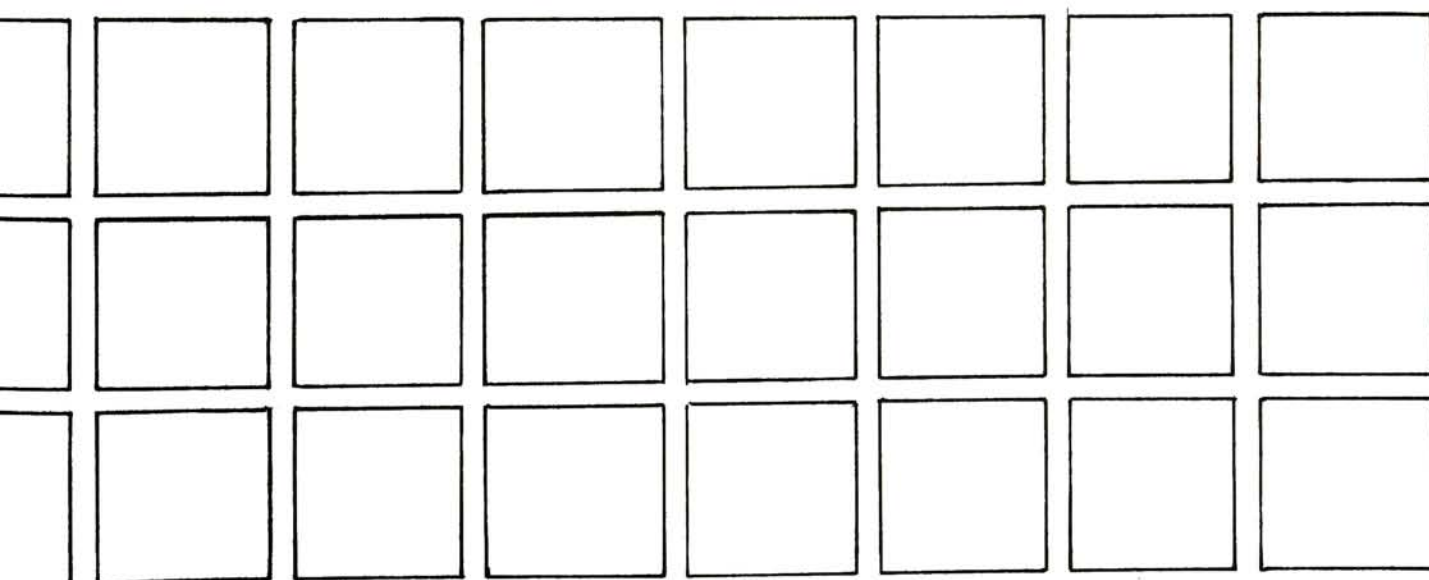
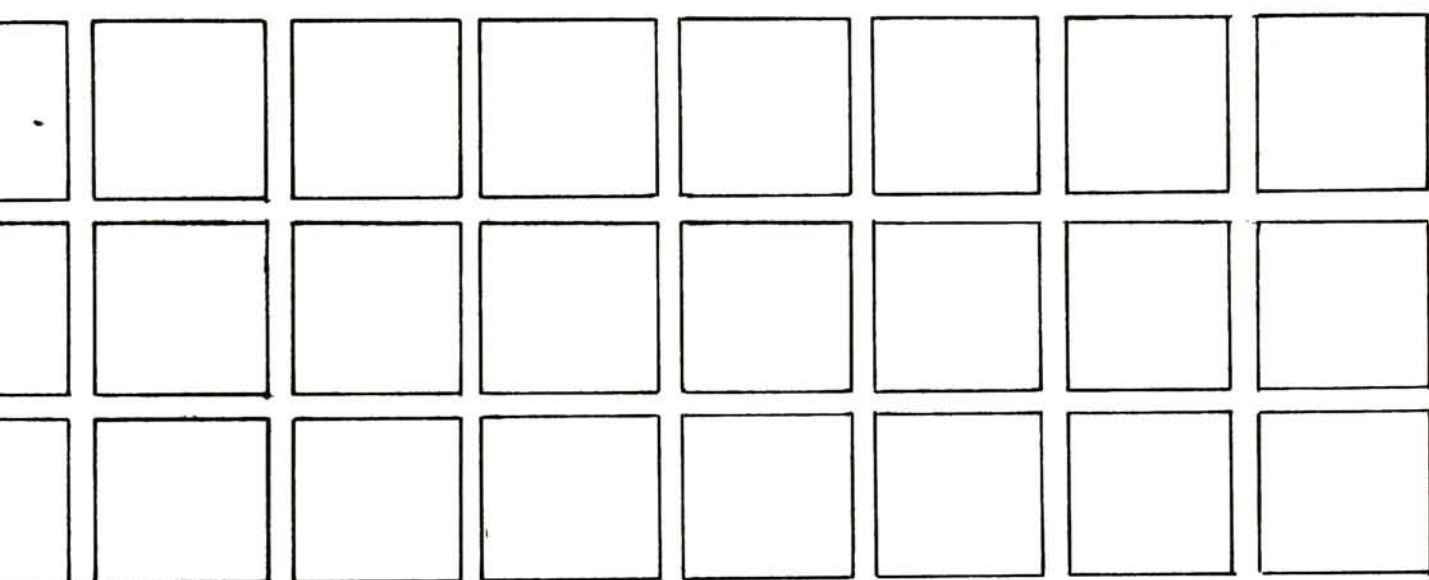
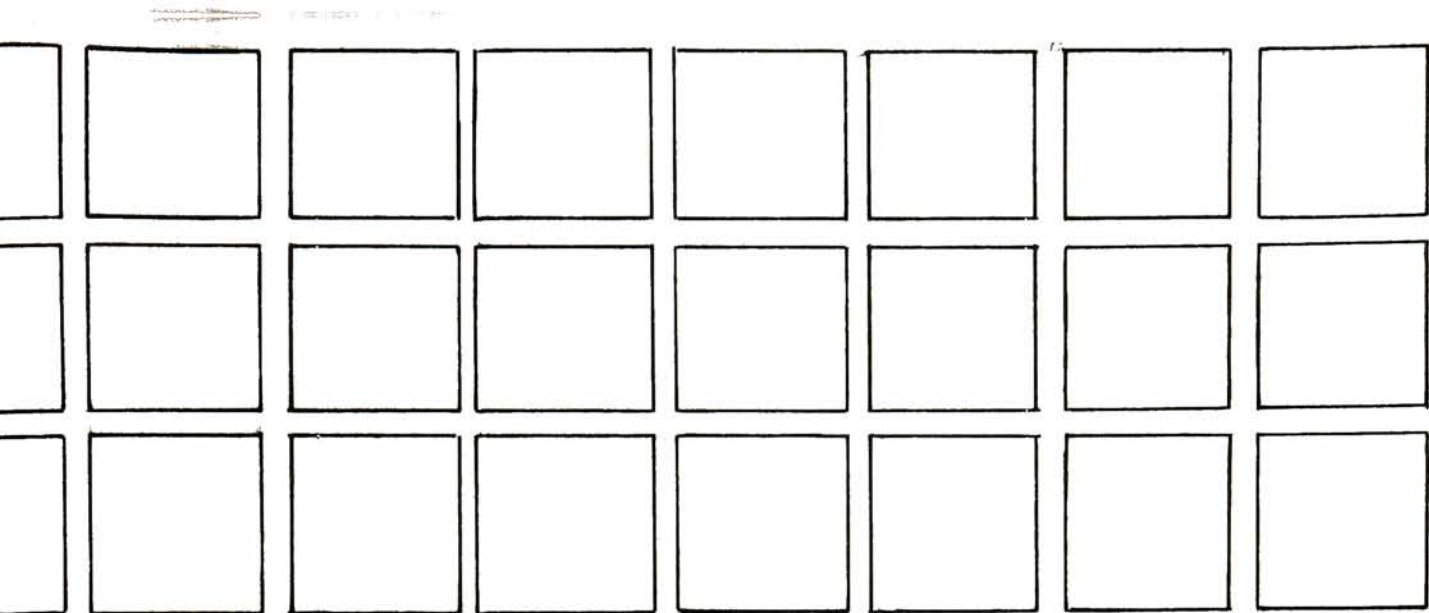


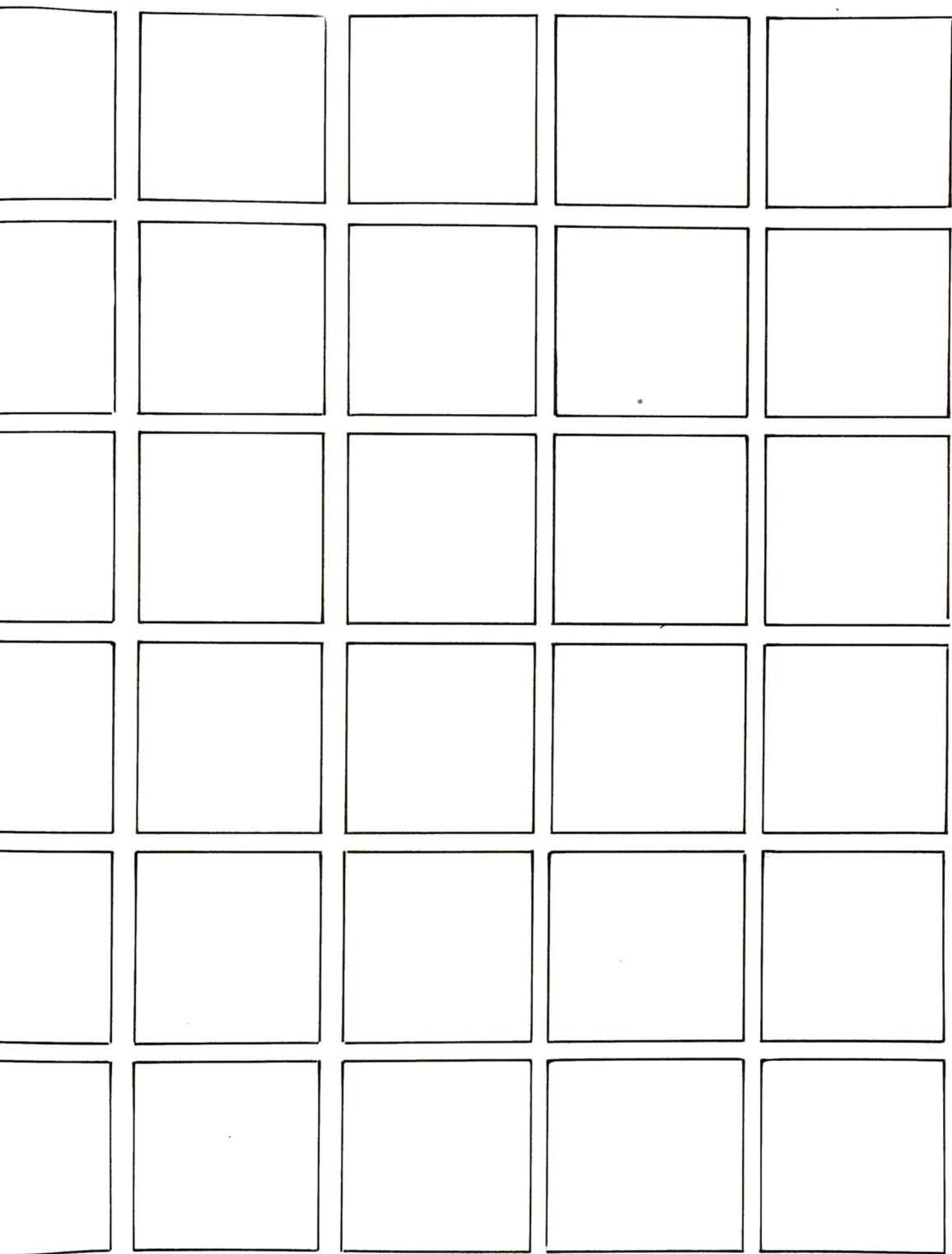
## Unit Grid

The grid system is based upon the normal 8½ X 11 page, while its design can be utilized for all brochures, and information sheets. Shown below is the Front Cover with appropriate margin space.

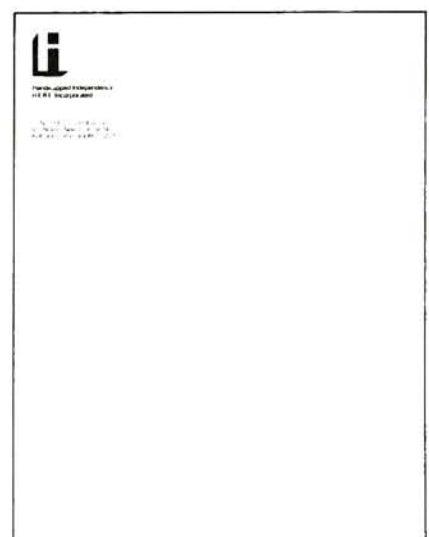
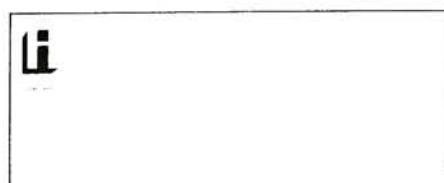
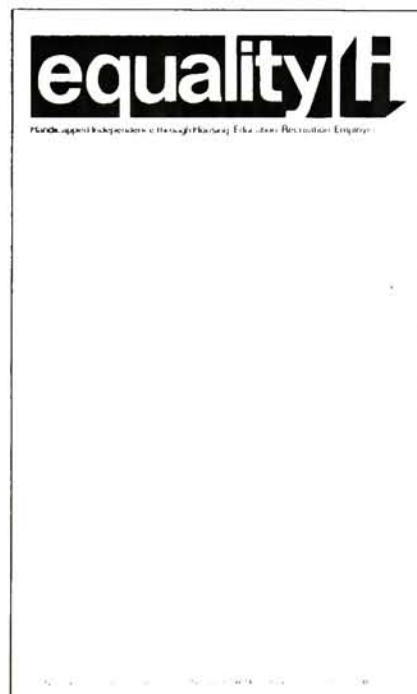








**Stationery** The organizations' stationery, Letterhead, Envelope, Membership Card, Newsletter, and News Release clearly demonstrate the proper use of the Identity Mark, Type face and Grid System.



## News Release

The News Release has been designed to provide for the logical placement of news information, while containing a prominent place for typing of the date of issuance, the person originating the release, and the desired date of release.

It is recommended that this form be used exclusively and at no point should it be changed. There is an option for typing of the News Release, A short form for little or small releases and a larger one for large amounts of copy, Both have room for photos on the upper right hand corner which should be attached with a staple.

The importance of this form is its consistency with the entire program.



Handicapped Independence  
HERE Incorporated

20 North Plymouth Avenue  
Rochester, N.Y. 14614  
425-9912 referrals 427-5225

### News Release

Date:

Contact:

For Release:



## Basic Elements

The brochure system is made up of four basic elements which are described below:

### 1 Brochure Grid

Positioning of all elements within the framework of the rectangular units which compose the grid, as illustrated, but not limited to, the configurations shown on the following pages.

### 2 Typography

Folio is the type face recommended for all organizational communications. The basic elements in such an organized format may be changed within the guide lines set in the standards of the typography section.

It is recommended that no more than three, and preferably only two point sizes be used in any one brochure.

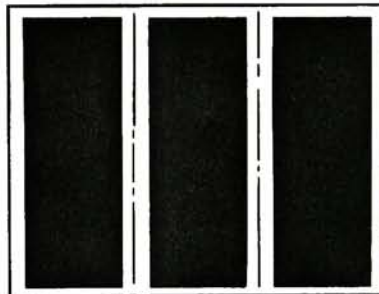
### 3 Typographic Format

A flush left, ragged right format is used for all headlines, subheadings, and body copy.

### 4 Organizational Identification

The Graphic Identity Mark with appropriate typography will appear in flush left alignment with a repeat of the Identity Mark on the back front cover, on all brochures.

1



### 3 Consolidated Subsidiaries

ter-Founding. Having been an mirer of the beauty of Letters, I insensibly desirous of contribut perfection of them. I formed to Ideas of greater accuracy than appeared, and have endeavour duce a Sett of Types according

2

# Folio

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ&

1234567890\$¢£ 1234567890\$ 1/8 1/4 3/8 1/2 5/8 3/4 7/8

( ), . , - ; ! ? / " ' — \* % # + " " † ‡ . @ □ [ ]

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ&

1234567890\$¢£ 1234567890\$ 1/8 1/4 3/8 1/2 5/8 3/4 7/8

( ), . , - ; ! ? / " ' — \* % # + " " † ‡ . @ □ [ ]

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1234567890\$¢£ 1234567890\$ 1/8 1/4 3/8 1/2 5/8 3/4 7/8

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4



**Handicapped Independence**  
**H.E.R.E. Incorporated**

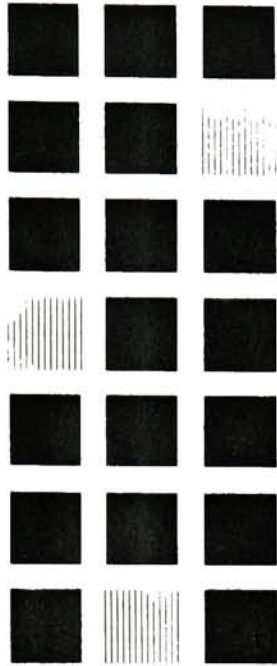
50 North Plymouth Avenue,  
Rochester, New York 14614  
428-9912 referrals 467-5228



Handicapped Independence  
through Housing, Education,  
Recreation, Employment, Inc.



1 out of 7 are  
Physically Limited



Handicapped Independence  
through Housing, Education,  
Recreation, Employment, Inc.

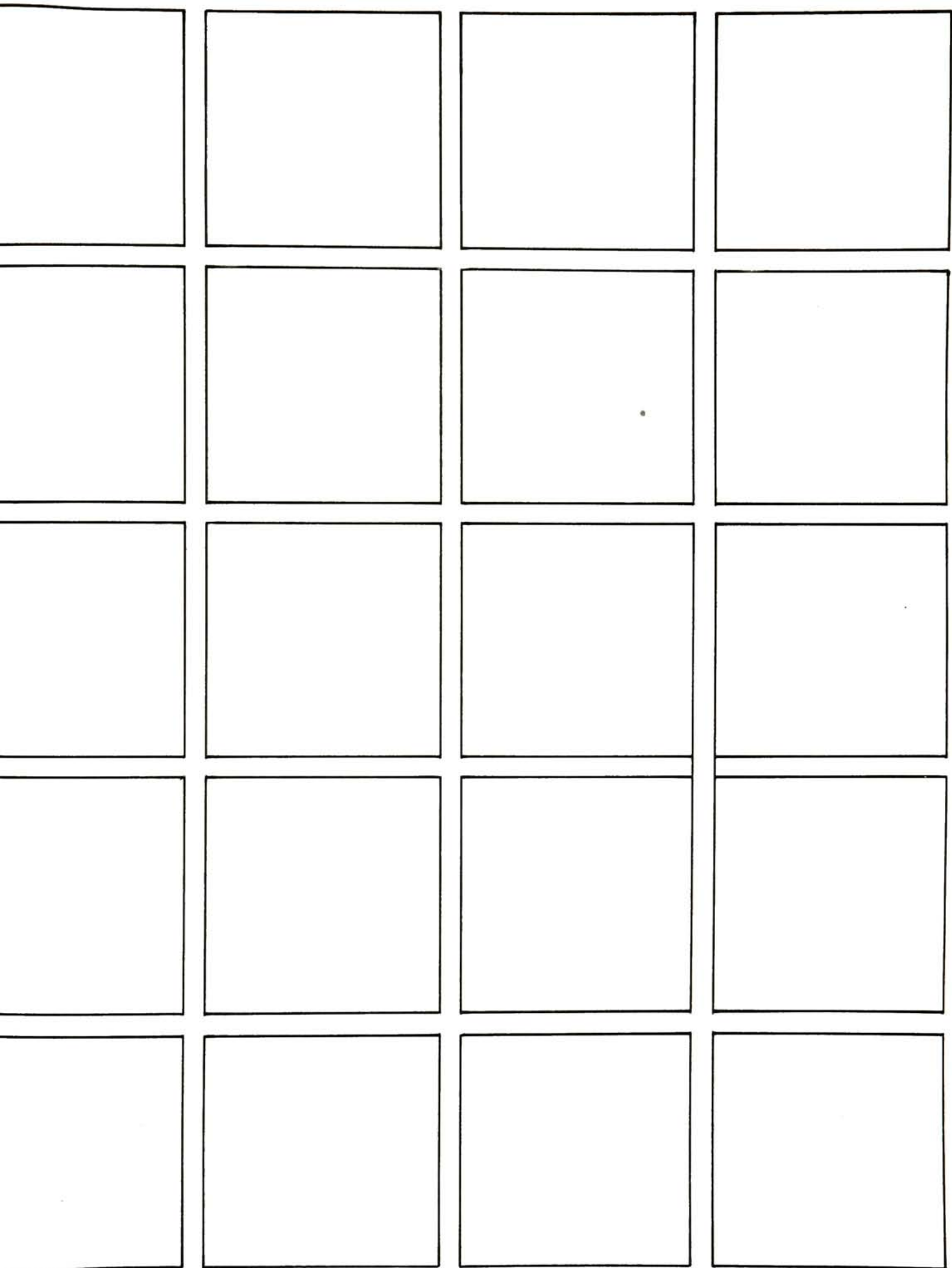


Manifesto

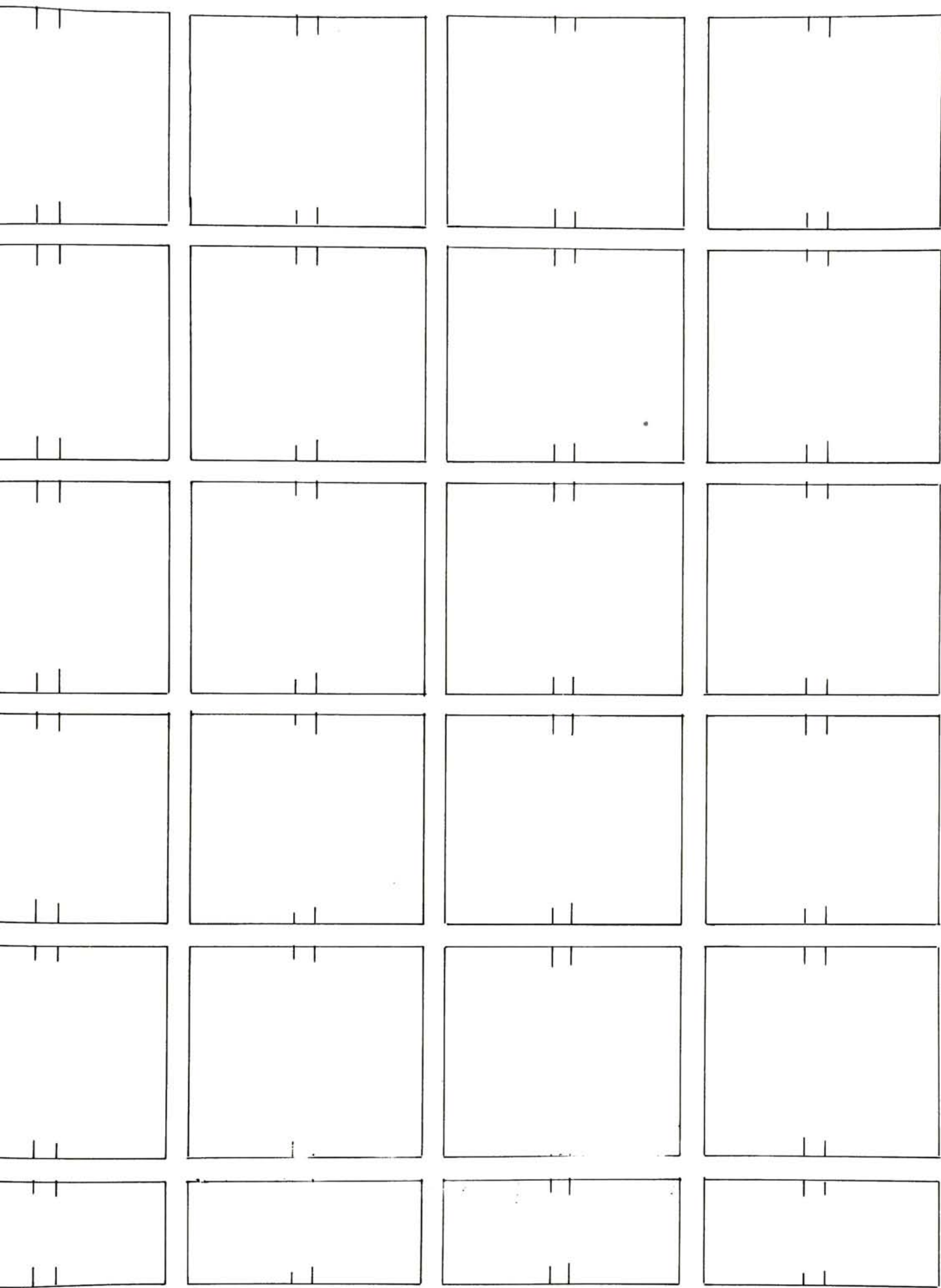


Handicapped Independence  
through Housing, Education,  
Recreation, Employment, Inc.





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## Reproduction Aids

Consistency of application is always a key factor in the success of such a program and the standards are usually a great part in achieving these consistencies. As a result the following are repro masters for the use of keeping the consistency and standards of this program quality for all work to be done in the future. This system is designed to encourage creative applications while assuring uniformity within this program.

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### Rules to Remember:

Do not change or modify the Identity Mark in any way.

Folio medium, should be used for all headlines and subheadlines.

Folio Regular, Medium, and Italics are the only versions used.

Do not set words in all capitals letters.

Do not screen typography.

Always set text type flush left, random right.

The Identity Mark must always appear in a solid color and must never be screened, enclosed in a box or a circle.

If Folio can not be used for text, substitute Helvetica medium for this purpose.

Do not crowd a page with more copy or illustrative material than it can accommodate. Cut copy or eliminate elements to allow for sufficient white space.

The Identity Mark must always appear in an up right position and never on its side, upside down or backwards.

Use the grid system as a guide for organizing design elements, its easier and faster.



EXHIBIT PHOTOS

